



The NAIS Demographic Center 2010 Local Area Reports

CBSA : Chicago-Naperville-Joliet, IL-IN-WI

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 1,223,522 to 1,158,884 (-5.28 percent) in the CBSA of **Chicago-Naperville-Joliet, IL-IN-WI**. This number is expected to increase by 5.14 percent during the next five years, totaling 1,218,444 in 2015.
2. The *School Age Population* group is expected to increase in 2015. Compared to the 2000-2010 increase of 6.57 percent, the population of children *Age 0 to 17 Years* is projected to increase by 1.71 percent from 2,608,080 in 2010 to 2,652,729 in 2015.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 1.14 percent from 1,257,393 in 2010 to 1,271,776 in 2015, while the *Male Population Age 0 to 17 Years* group will increase by 1.72 percent from 1,345,606 in 2010 to 1,368,809 in 2015.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by -2.57 percent from 345,695 in 2010 to 336,812 in 2015, and decrease by -1.29 percent for boys in the same age group from 372,341 in 2010 to 367,536 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	403,083	430,435	6.79	377,622	403,344	6.81
Age 5 to 9 Years	372,341	367,536	-1.29	345,695	336,812	-2.57
Age 10 to 13 Years	285,554	285,312	-0.08	269,994	268,745	-0.46
Age 14 to 17 Years	284,628	285,526	0.32	264,082	262,875	-0.46

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 1.97 percent and 1.97 percent, respectively, between 2010 and 2015, while *Nursery or Preschool* is expected to increase by 8.06 percent from 201,848 in 2010 to 218,115 in 2015. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 8.07 percent and increase 8.05 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	201,848	218,115	8.06	104,215	112,601	8.05	97,633	105,514	8.07
Kindergarten	142,487	145,291	1.97	73,887	75,814	2.61	68,600	69,477	1.28
Grades 1 to 4	569,949	581,164	1.97	295,550	303,257	2.61	274,399	277,907	1.28
Grades 5 to 8	551,215	571,447	3.67	283,327	294,267	3.86	267,888	277,180	3.47
Grades 9 to 12	544,431	565,613	3.89	282,408	294,488	4.28	262,023	271,126	3.47

Enrollment in Private Schools

- The population enrolled in private schools increased by 6.75 percent during the years 2000-2010; and is expected to increase by 4.14 percent in 2015 from 353,514 in 2010 to 368,134 in 2015. While total public school enrollment increased 0.95 percent during the years 2000-2010, it will increase by 3.45 percent between 2010 and 2015.
- During 2000-2010, male preprimary enrollment in private schools increased by 31.56 percent and female preprimary enrollment by 28.72 percent. During 2010-2015, male preprimary enrollment in private schools is anticipated to increase by 12.30 percent from 57,388 in 2010 to 64,447 in 2015; while female preprimary enrollment is expected to increase by 12.32 percent from 53,764 in 2010 to 60,390 in 2015. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 0.80 percent and -0.06 percent, respectively.

Population by Race and Ethnicity

- The African American population decreased by -3.74 percent between 2000-2010; the population of Hispanics increased by 29.10 percent; the Asian population increased by 35.90 percent. The Other population increased by 57.85 percent; and the White population decreased by -1.60 percent during the years 2000-2010.
- While the White population represents 62.23 percent of the total population, it is expected to increase from 5,985,040 in 2010 to 6,015,760 in 2015 (0.51 percent). All other racial/ethnic groups are predicted to vary between 2010 and 2015, especially the Hispanic population, which will increase from 1,929,682 in 2010 to 2,106,922 in 2015 (9.18 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 21,602 in 2010 to 29,518 in 2015 (36.64 percent).

	INCOME \$100,000 TO \$124,999			INCOME \$125,000 TO \$149,999			INCOME \$150,000 TO \$199,999			INCOME \$200,000 TO \$349,999			INCOME \$350,000 AND OVER		
	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)
Aged 0-4	44,878	60,589	35.01	29,390	43,863	49.24	21,602	29,518	36.64	15,390	22,006	42.99	11,684	16,922	44.83
Aged 5-9	41,275	51,183	24.00	27,030	37,054	37.08	19,868	24,936	25.51	14,155	18,590	31.33	10,746	14,296	33.04
Aged 10-13	31,935	40,262	26.07	20,914	29,148	39.37	15,372	19,615	27.60	10,951	14,623	33.53	8,314	11,245	35.25
Aged 14-	31,542	39,851	26.34	20,656	28,850	39.67	15,182	19,415	27.88	10,817	14,474	33.81	8,212	11,130	35.53

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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 100.21 percent, from 10,894 in 2010 to 21,811 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	39,372	50,754	28.91	19,260	29,998	55.75	24,755	49,506	99.98
Income \$125,000 to \$149,999	22,146	29,954	35.26	12,081	22,221	83.93	10,894	21,811	100.21
Income \$150,000 to \$199,999	12,331	15,532	25.96	10,347	14,018	35.48	6,808	9,781	43.67
Income \$200,000 and Over	12,449	16,092	29.26	10,657	19,114	79.36	5,858	10,436	78.15

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 8,486 in 2010 to 12,837 in 2015 (51.27 percent).

	HISPANIC HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	39,305	63,829	62.39
Income \$125,000 to \$149,999	18,583	30,492	64.09
Income \$150,000 to \$199,999	10,258	14,495	41.30
Income \$200,000 and Over	8,486	12,837	51.27

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 107.39 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 204,834 in 2010 to 261,511 in 2015 (27.67 percent).

	HOUSEHOLDS BY HOME VALUE				
	2000	2010	2015	% Growth (2000-2010)	% Growth (2010-2015)
Less than \$250,000	1,719,310	1,207,819	1,134,083	-29.75	-6.10
\$250,000-\$299,999	145,955	302,695	350,097	107.39	15.66
\$300,000-\$399,999	132,601	282,255	294,800	112.86	4.44
\$400,000-\$499,999	61,527	204,834	261,511	232.92	27.67
\$500,000-\$749,999	49,833	198,066	203,371	297.46	2.68
\$750,000-\$999,999	16,989	86,355	119,540	408.30	38.43
More than \$1,000,000	16,367	46,466	53,836	183.90	15.86

Population with Higher Education

14. The number of people older than 25 years of age who hold college degrees in the CBSA of **Chicago-Naperville-Joliet, IL-IN-WI** increased 17.26 percent, from 1,057,415 in 2000 to 1,239,976 in 2010. This number is expected to increase by 8.09 percent through 2015. For people older than 25 years of age who hold graduate degrees, their numbers increased from 618,113 in 2000 to 710,951 in 2010 (15.02 percent), and it is forecasted this population will increase an additional 5.68 percent by the year 2015.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Chicago-Naperville-Joliet, IL-IN-WI** 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/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 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: Chicago-Naperville-Joliet, IL-IN-WI

CBSA Code: 16980

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

State Name: Illinois

Dominant Profile: SUB_BUS

Description	2000	2010	2015	% Growth (2000-2010)	% Growth Forecast (2010-2015)
Total Population and Households					
Population	9,098,316	9,617,804	9,957,918	5.71	3.54
Households	3,280,055	3,484,370	3,617,031	6.23	3.81
Households with School Age Population					
Households with Children Age 0 to 17 Years	1,223,522	1,158,884	1,218,444	-5.28	5.14
Percent of Households with Children Age 0 to 17 Years	37.30	33.26	33.69	-10.83	1.29
School Age Population					
Population Age 0 to 17 Years	2,447,345	2,608,080	2,652,729	6.57	1.71
Population Age 0 to 4 Years	675,294	780,705	833,779	15.61	6.80
Population Age 5 to 9 Years	708,867	718,036	704,348	1.29	-1.91
Population Age 10 to 13 Years	537,377	555,548	554,057	3.38	-0.27
Population Age 14 to 17 Years	525,807	548,710	548,401	4.36	-0.06
School Age Population by Gender					
Male Population Age 0 to 17 Years	1,253,104	1,345,606	1,368,809	7.38	1.72
Female Population Age 0 to 17 Years	1,194,241	1,257,393	1,271,776	5.29	1.14
Male School Age Population by Age					
Male Population Age 0 to 4 Years	344,975	403,083	430,435	16.84	6.79
Male Population Age 5 to 9 Years	362,994	372,341	367,536	2.57	-1.29
Male Population Age 10 to 13 Years	274,653	285,554	285,312	3.97	-0.08
Male Population Age 14 to 17 Years	270,482	284,628	285,526	5.23	0.32
Female School Age Population by Age					
Female Population Age 0 to 4 Years	330,319	377,622	403,344	14.32	6.81
Female Population Age 5 to 9 Years	345,873	345,695	336,812	-0.05	-2.57
Female Population Age 10 to 13 Years	262,724	269,994	268,745	2.77	-0.46
Female Population Age 14 to 17 Years	255,325	264,082	262,875	3.43	-0.46
Population in School					
Nursery or Preschool	192,515	201,848	218,115	4.85	8.06
Kindergarten	142,374	142,487	145,291	0.08	1.97
Grades 1 to 4	569,498	569,949	581,164	0.08	1.97
Grades 5 to 8	539,655	551,215	571,447	2.14	3.67
Grades 9 to 12	528,036	544,431	565,613	3.10	3.89
Population in School by Gender					
Male Enrolled in School	1,010,326	1,039,388	1,080,427	2.88	3.95
Female Enrolled in School	961,753	970,542	1,001,203	0.91	3.16
Male Population in School by Grade					

Male Nursery or Preschool	98,347	104,215	112,601	5.97	8.05
Male Kindergarten	72,907	73,887	75,814	1.34	2.61
Male Grades 1 to 4	291,626	295,550	303,257	1.35	2.61
Male Grades 5 to 8	275,817	283,327	294,267	2.72	3.86
Male Grades 9 to 12	271,629	282,408	294,488	3.97	4.28

Female Population in School by Grade

Female Nursery or Preschool	94,168	97,633	105,514	3.68	8.07
Female Kindergarten	69,468	68,600	69,477	-1.25	1.28
Female Grades 1 to 4	277,872	274,399	277,907	-1.25	1.28
Female Grades 5 to 8	263,838	267,888	277,180	1.54	3.47
Female Grades 9 to 12	256,408	262,023	271,126	2.19	3.47

Population in School

Education, Total Enrollment (Pop 3+)	1,972,079	2,009,930	2,081,630	1.92	3.57
Education, Not Enrolled in School (Pop 3+)	6,143,711	6,472,202	6,692,647	5.35	3.41

Population in Public vs Private School

Education, Enrolled Private Schools (Pop 3+)	331,171	353,514	368,134	6.75	4.14
Education, Enrolled Private Preprimary (Pop 3+)	85,389	111,152	124,837	30.17	12.31
Education, Enrolled Private Elementary or High School (Pop 3+)	245,782	242,362	243,297	-1.39	0.39
Education, Enrolled Public Schools (Pop 3+)	1,640,908	1,656,416	1,713,496	0.95	3.45
Education, Enrolled Public Preprimary (Pop 3+)	107,126	90,696	93,278	-15.34	2.85
Education, Enrolled Public Elementary or High School (Pop 3+)	1,533,782	1,565,720	1,620,218	2.08	3.48

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

Male Education, Enrolled Private Schools (Pop 3+)	169,578	182,742	190,804	7.76	4.41
Male Education, Enrolled Private Preprimary (Pop 3+)	43,621	57,388	64,447	31.56	12.30
Male Education, Enrolled Private Elementary or High School (Pop 3+)	125,957	125,354	126,358	-0.48	0.80
Male Education, Enrolled Public Schools (Pop 3+)	840,748	856,645	889,623	1.89	3.85
Male Education, Enrolled Public Preprimary (Pop 3+)	54,725	46,827	48,154	-14.43	2.83
Male Education, Enrolled Public Elementary or High School (Pop 3+)	786,022	809,818	841,469	3.03	3.91

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	161,593	170,772	177,330	5.68	3.84
Female Education, Enrolled Private Preprimary (Pop 3+)	41,768	53,764	60,390	28.72	12.32
Female Education, Enrolled Private Elementary or High School (Pop 3+)	119,825	117,008	116,939	-2.35	-0.06
Female Education, Enrolled Public Schools (Pop 3+)	800,160	799,771	823,873	-0.05	3.01
Female Education, Enrolled Public Preprimary (Pop 3+)	52,401	43,869	45,124	-16.28	2.86
Female Education, Enrolled Public Elementary or High School (Pop 3+)	747,760	755,902	778,749	1.09	3.02

Population by Race

White Population, Alone	6,082,324	5,985,040	6,015,760	-1.60	0.51
Black Population, Alone	1,691,682	1,628,440	1,685,397	-3.74	3.50
Asian Population, Alone	392,030	532,762	589,679	35.90	10.68
Other Population	932,280	1,471,562	1,667,082	57.85	13.29

Population by Ethnicity

Hispanic Population	1,494,703	1,929,682	2,106,922	29.10	9.18
White Non-Hispanic Population	5,397,499	5,310,896	5,301,750	-1.60	-0.17

Population by Race As Percent of Total Population

Percent of White Population, Alone	66.85	62.23	60.41	-6.91	-2.92
Percent of Black Population, Alone	18.59	16.93	16.93	-8.93	0.00
Percent of Asian Population, Alone	4.31	5.54	5.92	28.54	6.86
Percent of Other Population	10.25	15.30	16.74	49.27	9.41

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	16.43	20.06	21.16	22.09	5.48
Percent of White Non-Hispanic Population	59.32	55.22	53.24	-6.91	-3.59

Educational Attainment

Education Attainment, College (Pop 25+)	1,057,415	1,239,976	1,340,344	17.26	8.09
Education Attainment, Graduate Degree (Pop 25+)	618,113	710,951	751,308	15.02	5.68

Household Income

Household Income, Median (\$)	51,645	66,775	80,487	29.30	20.53
Household Income, Average (\$)	67,442	88,029	110,770	30.53	25.83

Households by Income

Households with Income Less than \$25,000	729,228	574,802	469,047	-21.18	-18.40
Households with Income \$25,000 to \$49,999	865,114	717,896	592,491	-17.02	-17.47
Households with Income \$50,000 to \$74,999	694,328	669,857	609,199	-3.52	-9.06
Households with Income \$75,000 to \$99,999	421,511	537,690	627,741	27.56	16.75
Households with Income \$100,000 to \$124,999	235,783	363,367	472,613	54.11	30.06
Households with Income \$125,000 to \$149,999	115,241	232,796	330,651	102.01	42.03
Households with Income \$150,000 to \$199,999	104,239	172,775	221,723	65.75	28.33
Households with Income \$200,000 and Over	114,611	215,187	293,566	87.75	36.42

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	30,470	44,878	60,589	47.29	35.01
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	31,985	41,275	51,183	29.04	24.00
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	24,247	31,935	40,262	31.71	26.07
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	23,725	31,542	39,851	32.95	26.34
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	14,776	29,390	43,863	98.90	49.24
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	15,511	27,030	37,054	74.26	37.08
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	11,758	20,914	29,148	77.87	39.37
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	11,505	20,656	28,850	79.54	39.67
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	13,350	21,602	29,518	61.81	36.64
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	14,014	19,868	24,936	41.77	25.51
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	10,624	15,372	19,615	44.69	27.60
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	10,395	15,182	19,415	46.05	27.88
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	8,422	15,390	22,006	82.74	42.99
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	8,841	14,155	18,590	60.11	31.33
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	6,702	10,951	14,623	63.40	33.53
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	6,558	10,817	14,474	64.94	33.81
Families with one or more children aged 0-4 and Income \$350,000 and over	6,414	11,684	16,922	82.16	44.83
Families with one or more children aged 5-9 and Income \$350,000 and over	6,733	10,746	14,296	59.60	33.04
Families with one or more children aged 10-13 and Income \$350,000 and over	5,104	8,314	11,245	62.89	35.25
Families with one or more children aged 14-17 and Income \$350,000 and over	4,994	8,212	11,130	64.44	35.53

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	1,719,310	1,207,819	1,134,083	-29.75	-6.10
Housing, Owner Households Valued \$250,000-\$299,999	145,955	302,695	350,097	107.39	15.66

Housing, Owner Households Valued \$300,000-\$399,999	132,601	282,255	294,800	112.86	4.44
Housing, Owner Households Valued \$400,000-\$499,999	61,527	204,834	261,511	232.92	27.67
Housing, Owner Households Valued \$500,000-\$749,999	49,833	198,066	203,371	297.46	2.68
Housing, Owner Households Valued \$750,000-\$999,999	16,989	86,355	119,540	408.30	38.43
Housing, Owner Households Valued More than \$1,000,000	16,367	46,466	53,836	183.90	15.86

Households by Length of Residence

Length of Residence Less than 2 Years	173,065	891,516	988,166	415.13	10.84
Length of Residence 3 to 5 Years	259,597	1,337,274	1,482,249	415.13	10.84
Length of Residence 6 to 10 Years	904,986	957,937	1,005,517	5.85	4.97
Length of Residence More than 10 Years	1,942,408	297,642	141,099	-84.68	-52.59

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	421,567	284,352	210,829	-32.55	-25.86
White Households with Income \$25,000 to \$49,999	592,451	428,785	331,439	-27.63	-22.70
White Households with Income \$50,000 to \$74,999	517,783	439,599	375,602	-15.10	-14.56
White Households with Income \$75,000 to \$99,999	335,484	386,407	415,021	15.18	7.41
White Households with Income \$100,000 to \$124,999	194,603	279,980	342,355	43.87	22.28
White Households with Income \$125,000 to \$149,999	97,406	187,675	256,665	92.67	36.76
White Households with Income \$150,000 to \$199,999	90,629	143,289	182,392	58.11	27.29
White Households with Income \$200,000 and Over	102,025	186,223	247,924	82.53	33.13

Black Households by Income

Black Households with Income Less than \$25,000	222,350	170,875	159,141	-23.15	-6.87
Black Households with Income \$25,000 to \$49,999	165,164	134,706	129,189	-18.44	-4.10
Black Households with Income \$50,000 to \$74,999	96,910	99,018	103,585	2.18	4.61
Black Households with Income \$75,000 to \$99,999	46,378	69,294	84,712	49.41	22.25
Black Households with Income \$100,000 to \$124,999	21,849	39,372	50,754	80.20	28.91
Black Households with Income \$125,000 to \$149,999	8,747	22,146	29,954	153.18	35.26
Black Households with Income \$150,000 to \$199,999	6,188	12,331	15,532	99.27	25.96
Black Households with Income \$200,000 and Over	5,923	12,449	16,092	110.18	29.26

Asian Households by Income

Asian Households with Income Less than \$25,000	22,226	25,256	21,109	13.63	-16.42
Asian Households with Income \$25,000 to \$49,999	29,984	32,050	24,267	6.89	-24.28
Asian Households with Income \$50,000 to \$74,999	28,340	36,809	29,744	29.88	-19.19
Asian Households with Income \$75,000 to \$99,999	17,201	28,278	39,275	64.40	38.89
Asian Households with Income \$100,000 to \$124,999	10,820	19,260	29,998	78.00	55.75
Asian Households with Income \$125,000 to \$149,999	5,598	12,081	22,221	115.81	83.93
Asian Households with Income \$150,000 to \$199,999	4,919	10,347	14,018	110.35	35.48
Asian Households with Income \$200,000 and Over	4,726	10,657	19,114	125.50	79.36

Other Households by Income

Other Households with Income Less than \$25,000	63,085	94,319	77,968	49.51	-17.34
Other Households with Income \$25,000 to \$49,999	77,515	122,355	107,596	57.85	-12.06
Other Households with Income \$50,000 to \$74,999	51,295	94,431	100,268	84.09	6.18
Other Households with Income \$75,000 to \$99,999	22,448	53,711	88,733	139.27	65.20
Other Households with Income \$100,000 to \$124,999	8,511	24,755	49,506	190.86	99.98
Other Households with Income \$125,000 to \$149,999	3,490	10,894	21,811	212.15	100.21
Other Households with Income \$150,000 to \$199,999	2,503	6,808	9,781	171.99	43.67
Other Households with Income \$200,000 and Over	1,937	5,858	10,436	202.43	78.15

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

Hispanic Households with Income Less than \$25,000	95,639	103,302	94,600	8.01	-8.42
Hispanic Households with Income \$25,000 to \$49,999	122,563	143,646	138,736	17.20	-3.42
Hispanic Households with Income \$50,000 to \$74,999	80,576	115,880	130,800	43.81	12.88
Hispanic Households with Income \$75,000 to \$99,999	36,877	76,171	109,659	106.55	43.96
Hispanic Households with Income \$100,000 to \$124,999	14,660	39,305	63,829	168.11	62.39
Hispanic Households with Income \$125,000 to \$149,999	5,933	18,583	30,492	213.21	64.09
Hispanic Households with Income \$150,000 to \$199,999	3,917	10,258	14,495	161.88	41.30
Hispanic Households with Income \$200,000 and Over	3,288	8,486	12,837	158.09	51.27

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	376,104	263,423	191,683	-29.96	-27.23
White Non-Hispanic Households with Income \$25,000 to \$49,999	537,925	399,389	301,867	-25.75	-24.42
White Non-Hispanic Households with Income \$50,000 to \$74,999	482,548	413,325	345,954	-14.35	-16.30
White Non-Hispanic Households with Income \$75,000 to \$99,999	317,329	362,803	384,203	14.33	5.90
White Non-Hispanic Households with Income \$100,000 to \$124,999	186,474	262,662	318,761	40.86	21.36
White Non-Hispanic Households with Income \$125,000 to \$149,999	93,605	176,450	241,508	88.50	36.87
White Non-Hispanic Households with Income \$150,000 to \$199,999	87,915	135,931	172,977	54.62	27.25
White Non-Hispanic Households with Income \$200,000 and Over	99,341	178,465	238,538	79.65	33.66

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+)