



The NAIS Demographic Center 2010 Local Area Reports

CBSA : Cincinnati-Middletown, OH-KY-IN

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 281,581 to 279,649 (**-0.69** percent) in the CBSA of **Cincinnati-Middletown, OH-KY-IN**. This number is expected to increase by 5.99 percent during the next five years, totaling 296,398 in 2015.
2. The *School Age Population* group is expected to increase in 2015. Compared to the 2000-2010 increase of 9.60 percent, the population of children *Age 0 to 17 Years* is projected to increase by 1.89 percent from 583,358 in 2010 to 594,368 in 2015.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 1.67 percent from 283,259 in 2010 to 287,993 in 2015, while the *Male Population Age 0 to 17 Years* group will increase by 2.09 percent from 300,099 in 2010 to 306,375 in 2015.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by **-0.07** percent from 78,316 in 2010 to 78,260 in 2015, and decrease by **-0.71** percent for boys in the same age group from 83,352 in 2010 to 82,763 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	84,530	89,922	6.38	80,288	84,458	5.19
Age 5 to 9 Years	83,352	82,763	-0.71	78,316	78,260	-0.07
Age 10 to 13 Years	66,658	67,414	1.13	62,641	63,000	0.57
Age 14 to 17 Years	65,559	66,276	1.09	62,014	62,275	0.42

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 2.52 percent and 2.52 percent, respectively, between 2010 and 2015, while *Nursery or Preschool* is expected to increase by 9.38 percent from 43,846 in 2010 to 47,959 in 2015. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 8.75 percent and increase 9.98 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	43,846	47,959	9.38	22,487	24,731	9.98	21,359	23,228	8.75
Kindergarten	31,927	32,733	2.52	16,461	16,824	2.21	15,466	15,909	2.86
Grades 1 to 4	127,708	130,932	2.52	65,843	67,297	2.21	61,865	63,635	2.86
Grades 5 to 8	127,673	132,554	3.82	65,820	68,520	4.10	61,853	64,034	3.53
Grades 9 to 12	125,968	130,661	3.73	64,734	67,364	4.06	61,234	63,297	3.37

Enrollment in Private Schools

- The population enrolled in private schools increased by 11.28 percent during the years 2000-2010; and is expected to increase by 4.57 percent in 2015 from 105,770 in 2010 to 110,600 in 2015. While total public school enrollment increased 4.42 percent during the years 2000-2010, it will increase by 3.67 percent between 2010 and 2015.
- During 2000-2010, male preprimary enrollment in private schools increased by 36.70 percent and female preprimary enrollment by 35.18 percent. During 2010-2015, male preprimary enrollment in private schools is anticipated to increase by 13.84 percent from 14,199 in 2010 to 16,164 in 2015; while female preprimary enrollment is expected to increase by 12.58 percent from 13,486 in 2010 to 15,182 in 2015. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 1.56 percent and 1.43 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 6.62 percent between 2000-2010; the population of Hispanics increased by 121.91 percent; the Asian population increased by 57.48 percent. The Other ^[1] population increased by 101.10 percent; and the White population increased by 6.09 percent during the years 2000-2010.
- While the White population represents 83.67 percent of the total population, it is expected to increase from 1,823,356 in 2010 to 1,862,051 in 2015 (2.12 percent). All other racial/ethnic groups are predicted to vary between 2010 and 2015, especially the Hispanic population, which will increase from 50,221 in 2010 to 60,429 in 2015 (20.33 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 3,658 in 2010 to 5,273 in 2015 (44.15 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	9,397	13,417	42.78	5,360	8,349	55.76	3,658	5,273	44.15	2,382	3,481	46.14	1,818	2,746	51.05
Aged 5-9	9,217	12,389	34.41	5,257	7,710	46.66	3,588	4,869	35.70	2,337	3,214	37.53	1,783	2,535	42.18
Aged 10-13	7,372	10,034	36.11	4,205	6,244	48.49	2,869	3,943	37.43	1,869	2,603	39.27	1,426	2,053	43.97

Aged 14-17	7,273	9,891	36.00	4,149	6,155	48.35	2,831	3,887	37.30	1,844	2,566	39.15	1,407	2,024	43.85
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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 75.08 percent, from 329 in 2010 to 576 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	4,456	6,468	45.15	1,527	2,365	54.88	633	2,070	227.01
Income \$125,000 to \$149,999	2,147	3,290	53.24	913	1,805	97.70	329	576	75.08
Income \$150,000 to \$199,999	1,370	1,712	24.96	680	1,246	83.24	284	341	20.07
Income \$200,000 and Over	1,415	1,924	35.97	666	1,261	89.34	281	620	120.64

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 151 in 2010 to 313 in 2015 (107.28 percent).

	HISPANIC HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	544	1,050	93.01
Income \$125,000 to \$149,999	265	451	70.19
Income \$150,000 to \$199,999	222	249	12.16
Income \$200,000 and Over	151	313	107.28

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 203.83 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 35,517 in 2010 to 47,598 in 2015 (34.01 percent).

	HOUSEHOLDS BY HOME VALUE				
	2000	2010	2015	% Growth (2000-2010)	% Growth (2010-2015)
Less than \$250,000	477,471	399,114	385,849	-16.41	-3.32
\$250,000-\$299,999	18,217	55,349	68,380	203.83	23.54
\$300,000-\$399,999	15,003	50,889	55,610	239.19	9.28
\$400,000-\$499,999	5,732	35,517	47,598	519.63	34.01
\$500,000-\$749,999	4,819	33,389	35,697	592.86	6.91
\$750,000-\$999,999	1,472	14,822	21,225	906.93	43.20
More than \$1,000,000	1,768	8,326	10,081	370.93	21.08

Population with Higher Education

14. The number of people older than 25 years of age who hold college degrees in the CBSA of **Cincinnati-Middletown, OH-KY-IN** increased 22.17 percent, from 207,010 in 2000 to 252,913 in 2010. This number is expected to increase by 8.19 percent through 2015. For people older than 25 years of age who hold graduate degrees, their numbers increased from 112,094 in 2000 to 135,777 in 2010 (21.13 percent), and it is forecasted this population will increase an additional 5.82 percent by the year 2015.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Cincinnati-Middletown, OH-KY-IN** 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: Cincinnati-Middletown, OH-KY-IN

CBSA Code: 17140

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

State Name: Ohio

Dominant Profile: SUB_BUS

Description	2000	2010	2015	% Growth (2000-2010)	% Growth Forecast (2010-2015)
Total Population and Households					
Population	2,009,632	2,179,105	2,250,899	8.43	3.29
Households	779,226	856,456	887,229	9.91	3.59
Households with School Age Population					
Households with Children Age 0 to 17 Years	281,581	279,649	296,398	-0.69	5.99
Percent of Households with Children Age 0 to 17 Years	36.14	32.65	33.41	-9.66	2.33
School Age Population					
Population Age 0 to 17 Years	532,241	583,358	594,368	9.60	1.89
Population Age 0 to 4 Years	141,537	164,818	174,380	16.45	5.80
Population Age 5 to 9 Years	149,486	161,668	161,023	8.15	-0.40
Population Age 10 to 13 Years	122,198	129,299	130,414	5.81	0.86
Population Age 14 to 17 Years	119,020	127,573	128,551	7.19	0.77
School Age Population by Gender					
Male Population Age 0 to 17 Years	272,402	300,099	306,375	10.17	2.09
Female Population Age 0 to 17 Years	259,839	283,259	287,993	9.01	1.67
Male School Age Population by Age					
Male Population Age 0 to 4 Years	72,195	84,530	89,922	17.09	6.38
Male Population Age 5 to 9 Years	76,465	83,352	82,763	9.01	-0.71
Male Population Age 10 to 13 Years	62,822	66,658	67,414	6.11	1.13
Male Population Age 14 to 17 Years	60,920	65,559	66,276	7.61	1.09
Female School Age Population by Age					
Female Population Age 0 to 4 Years	69,342	80,288	84,458	15.79	5.19
Female Population Age 5 to 9 Years	73,021	78,316	78,260	7.25	-0.07
Female Population Age 10 to 13 Years	59,377	62,641	63,000	5.50	0.57
Female Population Age 14 to 17 Years	58,099	62,014	62,275	6.74	0.42
Population in School					
Nursery or Preschool	39,089	43,846	47,959	12.17	9.38
Kindergarten	30,029	31,927	32,733	6.32	2.52
Grades 1 to 4	120,117	127,708	130,932	6.32	2.52
Grades 5 to 8	122,738	127,673	132,554	4.02	3.82
Grades 9 to 12	119,545	125,968	130,661	5.37	3.73
Population in School by Gender					
Male Enrolled in School	221,029	235,345	244,736	6.48	3.99
Female Enrolled in School	210,489	221,777	230,103	5.36	3.75
Male Population in School by Grade					

Male Nursery or Preschool	19,938	22,487	24,731	12.78	9.98
Male Kindergarten	15,361	16,461	16,824	7.16	2.21
Male Grades 1 to 4	61,442	65,843	67,297	7.16	2.21
Male Grades 5 to 8	63,099	65,820	68,520	4.31	4.10
Male Grades 9 to 12	61,189	64,734	67,364	5.79	4.06
Female Population in School by Grade					
Female Nursery or Preschool	19,151	21,359	23,228	11.53	8.75
Female Kindergarten	14,669	15,466	15,909	5.43	2.86
Female Grades 1 to 4	58,675	61,865	63,635	5.44	2.86
Female Grades 5 to 8	59,639	61,853	64,034	3.71	3.53
Female Grades 9 to 12	58,356	61,234	63,297	4.93	3.37
Population in School					
Education, Total Enrollment (Pop 3+)	431,518	457,122	474,839	5.93	3.88
Education, Not Enrolled in School (Pop 3+)	1,380,582	1,493,054	1,538,669	8.15	3.06
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	95,046	105,770	110,600	11.28	4.57
Education, Enrolled Private Preprimary (Pop 3+)	20,363	27,685	31,346	35.96	13.22
Education, Enrolled Private Elementary or High School (Pop 3+)	74,683	78,085	79,254	4.56	1.50
Education, Enrolled Public Schools (Pop 3+)	336,472	351,352	364,239	4.42	3.67
Education, Enrolled Public Preprimary (Pop 3+)	18,726	16,161	16,613	-13.70	2.80
Education, Enrolled Public Elementary or High School (Pop 3+)	317,746	335,191	347,626	5.49	3.71
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	48,656	54,416	57,010	11.84	4.77
Male Education, Enrolled Private Preprimary (Pop 3+)	10,387	14,199	16,164	36.70	13.84
Male Education, Enrolled Private Elementary or High School (Pop 3+)	38,270	40,218	40,846	5.09	1.56
Male Education, Enrolled Public Schools (Pop 3+)	172,373	180,929	187,726	4.96	3.76
Male Education, Enrolled Public Preprimary (Pop 3+)	9,552	8,288	8,567	-13.23	3.37
Male Education, Enrolled Public Elementary or High School (Pop 3+)	162,821	172,640	179,159	6.03	3.78
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	46,390	51,354	53,590	10.70	4.35
Female Education, Enrolled Private Preprimary (Pop 3+)	9,976	13,486	15,182	35.18	12.58
Female Education, Enrolled Private Elementary or High School (Pop 3+)	36,413	37,867	38,408	3.99	1.43
Female Education, Enrolled Public Schools (Pop 3+)	164,099	170,423	176,513	3.85	3.57
Female Education, Enrolled Public Preprimary (Pop 3+)	9,174	7,873	8,046	-14.18	2.20
Female Education, Enrolled Public Elementary or High School (Pop 3+)	154,925	162,551	168,467	4.92	3.64
Population by Race					
White Population, Alone	1,718,701	1,823,356	1,862,051	6.09	2.12
Black Population, Alone	231,064	246,365	259,792	6.62	5.45
Asian Population, Alone	25,238	39,745	45,619	57.48	14.78
Other Population	34,629	69,639	83,437	101.10	19.81
Population by Ethnicity					
Hispanic Population	22,631	50,221	60,429	121.91	20.33
White Non-Hispanic Population	1,706,337	1,787,855	1,817,507	4.78	1.66

Population by Race As Percent of Total Population

Percent of White Population, Alone	85.52	83.67	82.72	-2.16	-1.14
Percent of Black Population, Alone	11.50	11.31	11.54	-1.65	2.03
Percent of Asian Population, Alone	1.26	1.82	2.03	44.44	11.54
Percent of Other Population	1.72	3.20	3.71	86.05	15.94

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	1.13	2.30	2.68	103.54	16.52
Percent of White Non-Hispanic Population	84.91	82.05	80.75	-3.37	-1.58

Educational Attainment

Education Attainment, College (Pop 25+)	207,010	252,913	273,631	22.17	8.19
Education Attainment, Graduate Degree (Pop 25+)	112,094	135,777	143,682	21.13	5.82

Household Income

Household Income, Median (\$)	45,339	58,530	71,394	29.09	21.98
Household Income, Average (\$)	58,224	74,921	93,757	28.68	25.14

Households by Income

Households with Income Less than \$25,000	201,498	164,172	130,107	-18.52	-20.75
Households with Income \$25,000 to \$49,999	228,957	205,687	173,217	-10.16	-15.79
Households with Income \$50,000 to \$74,999	163,534	171,063	163,933	4.60	-4.17
Households with Income \$75,000 to \$99,999	87,568	128,180	155,763	46.38	21.52
Households with Income \$100,000 to \$124,999	43,095	77,833	107,509	80.61	38.13
Households with Income \$125,000 to \$149,999	19,601	43,914	65,470	124.04	49.09
Households with Income \$150,000 to \$199,999	16,959	30,347	41,401	78.94	36.43
Households with Income \$200,000 and Over	18,014	35,260	49,829	95.74	41.32

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	5,468	9,397	13,417	71.85	42.78
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	5,775	9,217	12,389	59.60	34.41
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	4,721	7,372	10,034	56.15	36.11
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	4,598	7,273	9,891	58.18	36.00
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	2,472	5,360	8,349	116.83	55.76
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	2,611	5,257	7,710	101.34	46.66
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	2,135	4,205	6,244	96.96	48.49
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	2,079	4,149	6,155	99.57	48.35
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	2,111	3,658	5,273	73.28	44.15
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	2,229	3,588	4,869	60.97	35.70
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	1,822	2,869	3,943	57.46	37.43
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	1,775	2,831	3,887	59.49	37.30
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	1,232	2,382	3,481	93.34	46.14
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	1,301	2,337	3,214	79.63	37.53
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	1,064	1,869	2,603	75.66	39.27
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	1,036	1,844	2,566	77.99	39.15
Families with one or more children aged 0-4 and Income \$350,000 and over	959	1,818	2,746	89.57	51.05
Families with one or more children aged 5-9 and Income \$350,000 and over	1,013	1,783	2,535	76.01	42.18
Families with one or more children aged 10-13 and Income \$350,000 and over	828	1,426	2,053	72.22	43.97
Families with one or more children aged 14-17 and Income \$350,000 and over	807	1,407	2,024	74.35	43.85

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	477,471	399,114	385,849	-16.41	-3.32
Housing, Owner Households Valued \$250,000-\$299,999	18,217	55,349	68,380	203.83	23.54

Housing, Owner Households Valued \$300,000-\$399,999	15,003	50,889	55,610	239.19	9.28
Housing, Owner Households Valued \$400,000-\$499,999	5,732	35,517	47,598	519.63	34.01
Housing, Owner Households Valued \$500,000-\$749,999	4,819	33,389	35,697	592.86	6.91
Housing, Owner Households Valued \$750,000-\$999,999	1,472	14,822	21,225	906.93	43.20
Housing, Owner Households Valued More than \$1,000,000	1,768	8,326	10,081	370.93	21.08

Households by Length of Residence

Length of Residence Less than 2 Years	44,860	220,202	242,687	390.86	10.21
Length of Residence 3 to 5 Years	67,290	330,303	364,030	390.86	10.21
Length of Residence 6 to 10 Years	216,173	235,738	246,752	9.05	4.67
Length of Residence More than 10 Years	450,904	70,214	33,760	-84.43	-51.92

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	152,922	117,429	87,478	-23.21	-25.51
White Households with Income \$25,000 to \$49,999	197,299	167,503	136,143	-15.10	-18.72
White Households with Income \$50,000 to \$74,999	147,767	147,870	137,299	0.07	-7.15
White Households with Income \$75,000 to \$99,999	80,950	114,693	135,955	41.68	18.54
White Households with Income \$100,000 to \$124,999	40,168	71,217	96,606	77.30	35.65
White Households with Income \$125,000 to \$149,999	18,227	40,525	59,799	122.33	47.56
White Households with Income \$150,000 to \$199,999	16,052	28,013	38,102	74.51	36.02
White Households with Income \$200,000 and Over	16,809	32,898	46,024	95.72	39.90

Black Households by Income

Black Households with Income Less than \$25,000	43,854	38,551	35,732	-12.09	-7.31
Black Households with Income \$25,000 to \$49,999	25,678	27,262	28,006	6.17	2.73
Black Households with Income \$50,000 to \$74,999	12,063	15,498	17,667	28.48	14.00
Black Households with Income \$75,000 to \$99,999	4,885	9,171	12,154	87.74	32.53
Black Households with Income \$100,000 to \$124,999	2,013	4,456	6,468	121.36	45.15
Black Households with Income \$125,000 to \$149,999	940	2,147	3,290	128.40	53.24
Black Households with Income \$150,000 to \$199,999	570	1,370	1,712	140.35	24.96
Black Households with Income \$200,000 and Over	797	1,415	1,924	77.54	35.97

Asian Households by Income

Asian Households with Income Less than \$25,000	1,657	1,997	1,648	20.52	-17.48
Asian Households with Income \$25,000 to \$49,999	2,439	3,182	2,048	30.46	-35.64
Asian Households with Income \$50,000 to \$74,999	1,751	2,832	2,927	61.74	3.35
Asian Households with Income \$75,000 to \$99,999	1,069	2,170	3,148	102.99	45.07
Asian Households with Income \$100,000 to \$124,999	722	1,527	2,365	111.50	54.88
Asian Households with Income \$125,000 to \$149,999	330	913	1,805	176.67	97.70
Asian Households with Income \$150,000 to \$199,999	249	680	1,246	173.09	83.24
Asian Households with Income \$200,000 and Over	314	666	1,261	112.10	89.34

Other Households by Income

Other Households with Income Less than \$25,000	3,065	6,195	5,249	102.12	-15.27
Other Households with Income \$25,000 to \$49,999	3,541	7,740	7,020	118.58	-9.30
Other Households with Income \$50,000 to \$74,999	1,953	4,863	6,040	149.00	24.20
Other Households with Income \$75,000 to \$99,999	664	2,146	4,506	223.19	109.97
Other Households with Income \$100,000 to \$124,999	192	633	2,070	229.69	227.01
Other Households with Income \$125,000 to \$149,999	104	329	576	216.35	75.08
Other Households with Income \$150,000 to \$199,999	88	284	341	222.73	20.07
Other Households with Income \$200,000 and Over	94	281	620	198.94	120.64

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

Hispanic Households with Income Less than \$25,000	1,728	2,052	1,859	18.75	-9.41
Hispanic Households with Income \$25,000 to \$49,999	2,499	3,166	3,061	26.69	-3.32
Hispanic Households with Income \$50,000 to \$74,999	1,389	2,359	2,922	69.83	23.87
Hispanic Households with Income \$75,000 to \$99,999	503	1,289	2,117	156.26	64.24
Hispanic Households with Income \$100,000 to \$124,999	200	544	1,050	172.00	93.01
Hispanic Households with Income \$125,000 to \$149,999	107	265	451	147.66	70.19
Hispanic Households with Income \$150,000 to \$199,999	84	222	249	164.29	12.16
Hispanic Households with Income \$200,000 and Over	56	151	313	169.64	107.28

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	151,773	116,877	86,629	-22.99	-25.88
White Non-Hispanic Households with Income \$25,000 to \$49,999	196,278	166,821	134,861	-15.01	-19.16
White Non-Hispanic Households with Income \$50,000 to \$74,999	147,024	147,109	135,959	0.06	-7.58
White Non-Hispanic Households with Income \$75,000 to \$99,999	80,580	113,352	134,112	40.67	18.31
White Non-Hispanic Households with Income \$100,000 to \$124,999	39,960	69,848	95,063	74.79	36.10
White Non-Hispanic Households with Income \$125,000 to \$149,999	18,121	39,239	58,672	116.54	49.52
White Non-Hispanic Households with Income \$150,000 to \$199,999	15,953	27,138	37,400	70.11	37.81
White Non-Hispanic Households with Income \$200,000 and Over	16,721	31,806	45,196	90.22	42.10

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+)