



The NAIS Demographic Center 2011 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 – 2011. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).

Key Findings

School Age Population

1. During 2010-2011, the number of households with children *Age 0 to 17 Years* shrank from 290,690 to 289,441 (-0.43 percent) in the CBSA of **Cincinnati-Middletown, OH-KY-IN**. This number is expected to decrease by -2.45 percent during the next five years, totaling 282,358 in 2016.
2. The *School Age Population* group is expected to decrease in 2016. Compared to the 2010-2011 increase of 0.24 percent, the population of children *Age 0 to 17 Years* is projected to decrease by -1.04 percent from 532,669 in 2011 to 527,126 in 2016.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -1.17 percent from 260,188 in 2011 to 257,134 in 2016, while the *Male Population Age 0 to 17 Years* group will decrease by -0.91 percent from 272,481 in 2011 to 269,992 in 2016.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 3.84 percent from 70,253 in 2011 to 72,952 in 2016, and increase by 8.34 percent for boys in the same age group from 72,212 in 2011 to 78,231 in 2016. The numbers for all groups are shown in the table below.

	MALE SCHOOL AGE POPULATION BY AGE			FEMALE SCHOOL AGE POPULATION BY AGE		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Age 0 to 4 Years	74,445	76,603	2.90	71,359	73,718	3.31
Age 5 to 9 Years	72,212	78,231	8.34	70,253	72,952	3.84
Age 10 to 13 Years	61,689	55,617	-9.84	57,620	52,741	-8.47
Age 14 to 17 Years	64,135	59,541	-7.16	60,956	57,723	-5.30

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 1.20 percent and 9.66 percent, respectively, between 2011 and 2016, while *Nursery or Preschool* is expected to increase by 14.04 percent from 38,098 in 2011 to 43,447 in 2016. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 14.27 percent and increase 13.82 percent, respectively, during the period 2011-2016. The numbers for

all groups are shown in the table below.

	POPULATION IN SCHOOL			MALE POPULATION IN SCHOOL			FEMALE POPULATION IN SCHOOL		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Nursery or Preschool	38,098	43,447	14.04	19,452	22,140	13.82	18,646	21,307	14.27
Kindergarten	27,740	28,074	1.20	14,061	14,527	3.31	13,679	13,547	-0.96
Grades 1 to 4	117,346	128,679	9.66	59,480	66,586	11.95	57,866	62,093	7.30
Grades 5 to 8	116,811	109,109	-6.59	60,397	56,002	-7.28	56,414	53,107	-5.86
Grades 9 to 12	122,440	121,358	-0.88	62,776	61,620	-1.84	59,664	59,738	0.12

Enrollment in Private Schools

- The population enrolled in private schools decreased by **-0.53** percent during the years 2010-2011; and is expected to decrease by **-5.79** percent in 2016 from 83,840 in 2011 to 78,987 in 2016. While total public school enrollment increased 0.84 percent during the years 2010-2011, it will increase by 3.86 percent between 2011 and 2016.
- During 2010-2011, male preprimary enrollment in private schools decreased by **-0.21** percent and female preprimary enrollment by **-0.22** percent. During 2011-2016, male preprimary enrollment in private schools is anticipated to increase by 0.87 percent from 9,650 in 2011 to 9,734 in 2016; while female preprimary enrollment is expected to increase by 1.28 percent from 9,249 in 2011 to 9,367 in 2016. Further, the anticipated changes in male and female enrollment rates for elementary and high school are **-7.52** percent and **-8.06** percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 1.36 percent between 2010-2011; the population of Hispanics increased by 33.14 percent; the Asian population decreased by **-0.34** percent; the American Indian and Alaska Native population increased by 0.07 percent. The Other Race population decreased by **-1.36** percent; and the population of Two or More Races increased by 75.13 percent; and the White population increased by 0.76 percent during the years 2010-2011.
- While the White population represents 82.90 percent of the total population, it is expected to increase from 1,779,806 in 2011 to 1,826,985 in 2016 (2.65 percent). All other racial/ethnic groups are predicted to vary between 2011 and 2016, especially the Hispanic population, which will increase from 57,069 in 2011 to 72,273 in 2016 (26.64 percent).

Numbers of Affluent Families

- The number of families with school-age children and incomes of at least \$100,000 per year is predicted to change through 2016 as shown in the table below. In particular, *Families with one or more children aged 0-4 and Income \$150,000 and \$199,999* is expected to increase from 5,848 in 2011 to 8,132 in 2016 (39.06 percent).

	INCOME \$100,000 TO \$124,999			INCOME \$125,000 TO \$149,999			INCOME \$150,000 TO \$199,999			INCOME \$200,000 TO \$349,999			INCOME \$350,000 AND OVER		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Aged 0-4	9,711	10,760	10.80	6,452	8,157	26.43	5,848	8,132	39.06	3,454	5,768	66.99	2,150	3,526	64.00
Aged 5-9	9,489	10,822	14.05	6,304	8,204	30.14	5,714	8,179	43.14	3,375	5,801	71.88	2,101	3,546	68.78
Aged 10-13	7,946	7,756	-2.39	5,280	5,880	11.36	4,785	5,862	22.51	2,826	4,158	47.13	1,759	2,542	44.51
Aged 14-17	8,332	8,394	0.74	5,536	6,363	14.94	5,017	6,344	26.45	2,963	4,500	51.87	1,845	2,751	49.11

11. The number of African American, Asian, American Indian and Alaska Native, Other Race, and Two or More Races households with incomes of at least \$100,000 per year will shift between 2011 and 2016, as shown in the table below. In particular, *the Other Race Households with Income \$125,000 and \$149,999* are projected to increase by 19.42 percent, from 417 in 2011 to 498 in 2016.

	BLACK HOUSEHOLDS			ASIAN HOUSEHOLDS			AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS			OTHER RACE HOUSEHOLDS			TWO OR MORE RACES HOUSEHOLDS		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	4,419	5,247	18.74	1,617	2,459	52.07	114	930	715.79	556	981	76.44	958	1,120	101.44
Income \$125,000 to \$149,999	2,389	3,006	25.83	923	1,767	91.44	39	112	187.18	417	498	19.42	794	863	8.69
Income \$150,000 to \$199,999	1,674	2,250	34.41	1,316	1,240	-5.78	26	42	61.54	255	432	69.41	728	1,011	38.87
Income \$200,000 and Over	1,397	1,869	33.79	618	1,763	185.28	4	28	600.00	134	339	152.99	369	939	154.47

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 317 in 2011 to 510 in 2016 (60.88 percent).

	HISPANIC HOUSEHOLDS		
	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	838	1,008	20.29
Income \$125,000 to \$149,999	705	468	-33.62
Income \$150,000 to \$199,999	554	887	60.11
Income \$200,000 and Over	317	510	60.88

13. The number of *Households by Home Value* also shifted between 2010 and 2011. In particular, the number of households with homes valued between \$250,000 and \$299,999 increased by 3.31 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 15,568 in 2011 to 15,263 in 2016 (-1.96 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2011	2016	% Growth (2010-2011)	% Growth (2011-2016)
Less than \$250,000	463,668	460,724	441,092	-0.63	-4.26
\$250,000-\$299,999	36,333	37,534	46,745	3.31	24.54
\$300,000-\$399,999	41,474	42,488	49,874	2.44	17.38
\$400,000-\$499,999	15,670	15,568	15,263	-0.65	-1.96
\$500,000-\$749,999	13,655	13,839	15,095	1.35	9.08
\$750,000-\$999,999	4,289	4,371	4,848	1.91	10.91
More than \$1,000,000	4,324	4,439	5,234	2.66	17.91

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Cincinnati-Middletown, OH-KY-IN** increased 2.07 percent, from 251,768 in 2010 to 256,978 in 2011. This number is expected to increase by 10.90 percent through 2016. For people older than 25 years of age who hold graduate degrees, their numbers increased from 143,478 in 2010 to 146,263 in 2011 (1.94 percent), and it is forecasted this population will increase an additional

10.56 percent by the year 2016.

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

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

Resources That Can Help

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

www.nais.org/go/advocacy).

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

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

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

[1]

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

[2]

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

EASI NAIS Detailed Trend Report & Analysis - 2011

CBSA Name: Cincinnati-Middletown, OH-KY-IN

CBSA Code: 17140

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

State Name: Ohio

Dominant Profile: SUB_BUS

Description	2010	2011	2016 (2010-2011)	% Growth	% Growth Forecast
Total Population and Households					
Population	2,130,151	2,146,889	2,200,100	0.79	2.48
Households	830,608	833,479	856,160	0.35	2.72
Households with School Age Population					
Households with Children Age 0 to 17 Years	290,690	289,441	282,358	-0.43	-2.45
Percent of Households with Children Age 0 to 17 Years	35.00	34.73	32.98	-0.77	-5.04
School Age Population					
Population Age 0 to 17 Years	531,378	532,669	527,126	0.24	-1.04
Population Age 0 to 4 Years	144,614	145,804	150,321	0.82	3.10
Population Age 5 to 9 Years	140,785	142,465	151,183	1.19	6.12
Population Age 10 to 13 Years	120,352	119,309	108,358	-0.87	-9.18
Population Age 14 to 17 Years	125,627	125,091	117,264	-0.43	-6.26
School Age Population by Gender					
Male Population Age 0 to 17 Years	271,903	272,481	269,992	0.21	-0.91
Female Population Age 0 to 17 Years	259,475	260,188	257,134	0.27	-1.17
Male School Age Population by Age					
Male Population Age 0 to 4 Years	73,841	74,445	76,603	0.82	2.90
Male Population Age 5 to 9 Years	71,141	72,212	78,231	1.51	8.34
Male Population Age 10 to 13 Years	62,386	61,689	55,617	-1.12	-9.84
Male Population Age 14 to 17 Years	64,535	64,135	59,541	-0.62	-7.16
Female School Age Population by Age					
Female Population Age 0 to 4 Years	70,773	71,359	73,718	0.83	3.31
Female Population Age 5 to 9 Years	69,644	70,253	72,952	0.87	3.84
Female Population Age 10 to 13 Years	57,966	57,620	52,741	-0.60	-8.47
Female Population Age 14 to 17 Years	61,092	60,956	57,723	-0.22	-5.30
Population in School					
Nursery or Preschool	37,497	38,098	43,447	1.60	14.04
Kindergarten	27,673	27,740	28,074	0.24	1.20
Grades 1 to 4	115,372	117,346	128,679	1.71	9.66
Grades 5 to 8	117,571	116,811	109,109	-0.65	-6.59
Grades 9 to 12	121,933	122,440	121,358	0.42	-0.88
Population in School by Gender					
Male Enrolled in School	215,011	216,166	220,876	0.54	2.18
Female Enrolled in School	205,035	206,269	209,791	0.60	1.71
Male Population in School by Grade					
Male Nursery or Preschool	19,146	19,452	22,140	1.60	13.82
Male Kindergarten	13,984	14,061	14,527	0.55	3.31
Male Grades 1 to 4	58,299	59,480	66,586	2.03	11.95
Male Grades 5 to 8	60,944	60,397	56,002	-0.90	-7.28
Male Grades 9 to 12	62,638	62,776	61,620	0.22	-1.84

Female Population in School by Grade

Female Nursery or Preschool	18,351	18,646	21,307	1.61	14.27
Female Kindergarten	13,689	13,679	13,547	-0.07	-0.96
Female Grades 1 to 4	57,073	57,866	62,093	1.39	7.30
Female Grades 5 to 8	56,627	56,414	53,107	-0.38	-5.86
Female Grades 9 to 12	59,295	59,664	59,738	0.62	0.12

Population in School

Education, Total Enrollment (Pop 3+)	420,046	422,435	430,667	0.57	1.95
Education, Not Enrolled in School (Pop 3+)	1,474,318	1,485,577	1,513,855	0.76	1.90

Population in Public vs Private School

Education, Enrolled Private Schools (Pop 3+)	84,284	83,840	78,987	-0.53	-5.79
Education, Enrolled Private Preprimary (Pop 3+)	18,939	18,899	19,101	-0.21	1.07
Education, Enrolled Private Elementary or High School (Pop 3+)	65,345	64,941	59,886	-0.62	-7.78
Education, Enrolled Public Schools (Pop 3+)	335,762	338,595	351,680	0.84	3.86
Education, Enrolled Public Preprimary (Pop 3+)	18,558	19,199	24,346	3.45	26.81
Education, Enrolled Public Elementary or High School (Pop 3+)	317,204	319,396	327,334	0.69	2.49

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

Male Education, Enrolled Private Schools (Pop 3+)	43,116	42,882	40,465	-0.54	-5.64
Male Education, Enrolled Private Preprimary (Pop 3+)	9,670	9,650	9,734	-0.21	0.87
Male Education, Enrolled Private Elementary or High School (Pop 3+)	33,446	33,232	30,732	-0.64	-7.52
Male Education, Enrolled Public Schools (Pop 3+)	171,895	173,284	180,411	0.81	4.11
Male Education, Enrolled Public Preprimary (Pop 3+)	9,476	9,803	12,407	3.45	26.56
Male Education, Enrolled Public Elementary or High School (Pop 3+)	162,419	163,482	168,004	0.65	2.77

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	41,168	40,958	38,522	-0.51	-5.95
Female Education, Enrolled Private Preprimary (Pop 3+)	9,269	9,249	9,367	-0.22	1.28
Female Education, Enrolled Private Elementary or High School (Pop 3+)	31,899	31,709	29,154	-0.60	-8.06
Female Education, Enrolled Public Schools (Pop 3+)	163,867	165,311	171,269	0.88	3.60
Female Education, Enrolled Public Preprimary (Pop 3+)	9,082	9,396	11,939	3.46	27.06
Female Education, Enrolled Public Elementary or High School (Pop 3+)	154,785	155,914	159,330	0.73	2.19

Population by Race

White Population, Alone	1,766,445	1,779,806	1,826,985	0.76	2.65
Black Population, Alone	255,905	259,397	266,108	1.36	2.59
Asian Population, Alone	41,819	41,678	40,008	-0.34	-4.01
American Indian and Alaska Native Population, Alone	4,105	4,108	4,346	0.07	5.79
Other Race Population, Alone	22,490	22,185	19,788	-1.36	-10.80
Two or More Races Population	39,387	39,715	42,865	0.83	7.93

Population by Ethnicity

Hispanic Population	55,120	57,069	72,273	3.54	26.64
White Non-Hispanic Population	1,739,104	1,750,832	1,786,926	0.67	2.06

Population by Race As Percent of Total Population

Percent of White Population, Alone	82.93	82.90	83.04	-0.04	0.17
Percent of Black Population, Alone	12.01	12.08	12.10	0.58	0.17
Percent of Asian Population, Alone	1.96	1.94	1.82	-1.02	-6.19
Percent of American Indian and Alaska Native Population, Alone	0.19	0.19	0.20	0.00	5.26
Percent of Other Race Population, Alone	1.06	1.03	0.90	-2.83	-12.62
Percent of Two or More Races Population, Alone	1.85	1.85	1.95	0.00	5.41

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	2.59	2.66	3.28	2.70	23.31
--------------------------------	------	------	------	------	-------

Percent of White Non-Hispanic Population 81.64 81.55 81.22

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	251,768	256,978	285,000	2.07	10.90
Education Attainment, Master's Degree (Pop 25+)	103,355	105,978	122,063	2.54	15.18
Education Attainment, Professional Degree (Pop 25+)	25,053	24,983	23,282	-0.28	-6.81
Education Attainment, Doctorate Degree (Pop 25+)	15,070	15,302	16,358	1.54	6.90

Household Income

Household Income, Median (\$)	61,762	61,830	71,752	0.11	16.05
Household Income, Average (\$)	76,001	76,070	91,563	0.09	20.37

Households by Income

Households with Income Less than \$25,000	161,613	162,009	142,940	0.25	-11.77
Households with Income \$25,000 to \$49,999	181,818	182,265	161,387	0.25	-11.45
Households with Income \$50,000 to \$74,999	152,761	153,141	142,235	0.25	-7.12
Households with Income \$75,000 to \$99,999	116,541	116,963	116,859	0.36	-0.09
Households with Income \$100,000 to \$124,999	78,934	79,295	91,684	0.46	15.62
Households with Income \$125,000 to \$149,999	50,598	50,940	65,666	0.68	28.91
Households with Income \$150,000 to \$199,999	45,405	45,573	64,191	0.37	40.85
Households with Income \$200,000 and Over	42,938	43,293	71,198	0.83	64.46

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	9,656	9,711	10,760	0.57	10.80
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	9,400	9,489	10,822	0.95	14.05
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	8,036	7,946	7,756	-1.12	-2.39
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	8,388	8,332	8,394	-0.67	0.74
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	6,400	6,452	8,157	0.81	26.43
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	6,231	6,304	8,204	1.17	30.14
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	5,326	5,280	5,880	-0.86	11.36
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	5,560	5,536	6,363	-0.43	14.94
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	5,824	5,848	8,132	0.41	39.06
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	5,670	5,714	8,179	0.78	43.14
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	4,847	4,785	5,862	-1.28	22.51
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	5,060	5,017	6,344	-0.85	26.45
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	3,422	3,454	5,768	0.94	66.99
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	3,332	3,375	5,801	1.29	71.88
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	2,848	2,826	4,158	-0.77	47.13
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	2,973	2,963	4,500	-0.34	51.87
Families with one or more children aged 0-4 and Income \$350,000 and over	2,122	2,150	3,526	1.32	64.00
Families with one or more children aged 5-9 and Income \$350,000 and over	2,066	2,101	3,546	1.69	68.78
Families with one or more children aged 10-13 and Income \$350,000 and over	1,766	1,759	2,542	-0.40	44.51
Families with one or more children aged 14-17 and Income \$350,000 and over	1,844	1,845	2,751	0.05	49.11

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	463,668	460,724	441,092	-0.63	-4.26
Housing, Owner Households Valued \$250,000-\$299,999	36,333	37,534	46,745	3.31	24.54
Housing, Owner Households Valued \$300,000-\$399,999	41,474	42,488	49,874	2.44	17.38
Housing, Owner Households Valued \$400,000-\$499,999	15,670	15,568	15,263	-0.65	-1.96
Housing, Owner Households Valued \$500,000-\$749,999	13,655	13,839	15,095	1.35	9.08
Housing, Owner Households Valued \$750,000-\$999,999	4,289	4,371	4,848	1.91	10.91
Housing, Owner Households Valued More than \$1,000,000	4,324	4,439	5,234	2.66	17.91

Households by Length of Residence

Length of Residence Less than 2 Years	77,492	81,490	111,842	5.16	37.25
Length of Residence 3 to 5 Years	116,239	122,235	167,763	5.16	37.25
Length of Residence 6 to 10 Years	347,697	343,847	317,003	-1.11	-7.81

Length of Residence More than 10 Years 289,180 285,907 259,552

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

White Households with Income Less than \$25,000	113,640	113,885	97,059	0.22	-14.77
White Households with Income \$25,000 to \$49,999	148,294	148,694	128,552	0.27	-13.55
White Households with Income \$50,000 to \$74,999	130,332	130,682	120,317	0.27	-7.93
White Households with Income \$75,000 to \$99,999	101,520	101,883	102,466	0.36	0.57
White Households with Income \$100,000 to \$124,999	71,309	71,631	80,947	0.45	13.01
White Households with Income \$125,000 to \$149,999	46,168	46,378	59,420	0.45	28.12
White Households with Income \$150,000 to \$199,999	41,393	41,574	59,216	0.44	42.44
White Households with Income \$200,000 and Over	40,579	40,771	66,260	0.47	62.52

Black Households by Income

Black Households with Income Less than \$25,000	41,722	41,963	40,869	0.58	-2.61
Black Households with Income \$25,000 to \$49,999	27,028	27,190	27,657	0.60	1.72
Black Households with Income \$50,000 to \$74,999	15,491	15,630	16,323	0.90	4.43
Black Households with Income \$75,000 to \$99,999	8,454	8,504	9,795	0.59	15.18
Black Households with Income \$100,000 to \$124,999	4,396	4,419	5,247	0.52	18.74
Black Households with Income \$125,000 to \$149,999	2,381	2,389	3,006	0.34	25.83
Black Households with Income \$150,000 to \$199,999	1,661	1,674	2,250	0.78	34.41
Black Households with Income \$200,000 and Over	1,383	1,397	1,869	1.01	33.79

Asian Households by Income

Asian Households with Income Less than \$25,000	2,024	1,931	1,288	-4.59	-33.30
Asian Households with Income \$25,000 to \$49,999	2,685	2,556	1,734	-4.80	-32.16
Asian Households with Income \$50,000 to \$74,999	3,135	3,042	2,128	-2.97	-30.05
Asian Households with Income \$75,000 to \$99,999	2,768	2,786	2,550	0.65	-8.47
Asian Households with Income \$100,000 to \$124,999	1,609	1,617	2,459	0.50	52.07
Asian Households with Income \$125,000 to \$149,999	793	923	1,767	16.39	91.44
Asian Households with Income \$150,000 to \$199,999	1,339	1,316	1,240	-1.72	-5.78
Asian Households with Income \$200,000 and Over	461	618	1,763	34.06	185.28

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	84	84	82	0.00	-2.38
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	82	82	90	0.00	9.76
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	272	272	264	0.00	-2.94
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	960	961	170	0.10	-82.31
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	114	114	930	0.00	715.79
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	39	39	112	0.00	187.18
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	26	26	42	0.00	61.54
American Indian and Alaska Native Households with Income \$200,000 and Over	4	4	28	0.00	600.00

Other Race Households by Income

Other Race Households with Income Less than \$25,000	1,582	1,572	1,283	-0.63	-18.38
Other Race Households with Income \$25,000 to \$49,999	1,210	1,224	1,139	1.16	-6.94
Other Race Households with Income \$50,000 to \$74,999	1,439	1,426	1,229	-0.90	-13.81
Other Race Households with Income \$75,000 to \$99,999	1,282	1,279	680	-0.23	-46.83
Other Race Households with Income \$100,000 to \$124,999	559	556	981	-0.54	76.44
Other Race Households with Income \$125,000 to \$149,999	418	417	498	-0.24	19.42
Other Race Households with Income \$150,000 to \$199,999	258	255	432	-1.16	69.41
Other Race Households with Income \$200,000 and Over	136	134	339	-1.47	152.99

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	2,561	2,574	2,359	0.51	-8.35
Two or More Races Households with Income \$25,000 to \$49,999	2,519	2,519	2,215	0.00	-12.07
Two or More Races Households with Income \$50,000 to \$74,999	2,092	2,089	1,974	-0.14	-5.51

Two or More Races Households with Income \$75,000 to \$99,999	1,557	1,550	1,198	-0.45	-22.71
Two or More Races Households with Income \$100,000 to \$124,999	947	958	1,120	1.16	16.91
Two or More Races Households with Income \$125,000 to \$149,999	799	794	863	-0.63	8.69
Two or More Races Households with Income \$150,000 to \$199,999	728	728	1,011	0.00	38.87
Two or More Races Households with Income \$200,000 and Over	375	369	939	-1.60	154.47

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	3,402	3,345	2,939	-1.68	-12.14
Hispanic Households with Income \$25,000 to \$49,999	3,110	3,081	2,767	-0.93	-10.19
Hispanic Households with Income \$50,000 to \$74,999	2,089	2,095	2,088	0.29	-0.33
Hispanic Households with Income \$75,000 to \$99,999	1,570	1,578	1,565	0.51	-0.82
Hispanic Households with Income \$100,000 to \$124,999	835	838	1,008	0.36	20.29
Hispanic Households with Income \$125,000 to \$149,999	710	705	468	-0.70	-33.62
Hispanic Households with Income \$150,000 to \$199,999	542	554	887	2.21	60.11
Hispanic Households with Income \$200,000 and Over	310	317	510	2.26	60.88

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	112,787	112,940	95,769	0.14	-15.20
White Non-Hispanic Households with Income \$25,000 to \$49,999	147,422	147,601	127,138	0.12	-13.86
White Non-Hispanic Households with Income \$50,000 to \$74,999	129,706	129,610	118,771	-0.07	-8.36
White Non-Hispanic Households with Income \$75,000 to \$99,999	100,946	101,057	100,910	0.11	-0.15
White Non-Hispanic Households with Income \$100,000 to \$124,999	70,799	71,157	79,944	0.51	12.35
White Non-Hispanic Households with Income \$125,000 to \$149,999	45,735	45,752	58,994	0.04	28.94
White Non-Hispanic Households with Income \$150,000 to \$199,999	40,980	41,256	58,560	0.67	41.94
White Non-Hispanic Households with Income \$200,000 and Over	39,977	40,359	65,730	0.96	62.86

Footnotes:

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

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

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

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

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

National Association of Independent Schools
1620 L Street NW, Washington, DC 20036-5695
phone: (202) 973-9700 email: DemoCenterHelp@nais.org

EASI Dominant Profiles

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

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