



The NAIS Demographic Center

2010 Local Area Reports

CBSA : Washington-Arlington-Alexandria, DC-VA-MD-WV

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* grew from 652,123 to 677,268 (3.86 percent) in the CBSA of **Washington-Arlington-Alexandria, DC-VA-MD-WV**. This number is expected to increase by 10.56 percent during the next five years, totaling 748,773 in 2015.
2. The *School Age Population* group is expected to increase in 2015. Compared to the 2000-2010 increase of 15.24 percent, the population of children *Age 0 to 17 Years* is projected to increase by 6.62 percent from 1,397,916 in 2010 to 1,490,491 in 2015.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 6.15 percent from 677,719 in 2010 to 719,380 in 2015, while the *Male Population Age 0 to 17 Years* group will increase by 6.93 percent from 720,197 in 2010 to 770,103 in 2015.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 4.37 percent from 192,924 in 2010 to 201,351 in 2015, and increase by 6.03 percent for boys in the same age group from 206,003 in 2010 to 218,415 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	216,191	242,004	11.94	203,589	227,184	11.59
Age 5 to 9 Years	206,003	218,415	6.03	192,924	201,351	4.37
Age 10 to 13 Years	150,364	155,460	3.39	142,822	146,823	2.80
Age 14 to 17 Years	147,639	154,224	4.46	138,384	144,022	4.07

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 9.04 percent and 9.04 percent, respectively, between 2010 and 2015, while *Nursery or Preschool* is expected to increase by 15.17 percent from 115,651 in 2010 to 133,199 in 2015. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 14.99 percent and increase 15.35 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	115,651	133,199	15.17	59,561	68,703	15.35	56,090	64,496	14.99
Kindergarten	80,987	88,312	9.04	41,821	45,951	9.88	39,166	42,361	8.16
Grades 1 to 4	323,948	353,249	9.04	167,284	183,804	9.88	156,663	169,444	8.16
Grades 5 to 8	297,602	317,978	6.85	152,628	163,532	7.14	144,973	154,447	6.54
Grades 9 to 12	290,330	313,731	8.06	149,862	162,232	8.25	140,468	151,500	7.85

Enrollment in Private Schools

6. The population enrolled in private schools increased by 18.41 percent during the years 2000-2010; and is expected to increase by 10.04 percent in 2015 from 215,096 in 2010 to 236,698 in 2015. While total public school enrollment increased 10.70 percent during the years 2000-2010, it will increase by 8.55 percent between 2010 and 2015.
7. During 2000-2010, male preprimary enrollment in private schools increased by 42.70 percent and female preprimary enrollment by 40.37 percent. During 2010-2015, male preprimary enrollment in private schools is anticipated to increase by 18.30 percent from 42,420 in 2010 to 50,184 in 2015; while female preprimary enrollment is expected to increase by 17.93 percent from 39,948 in 2010 to 47,110 in 2015. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 5.50 percent and 4.53 percent, respectively.

Population by Race and Ethnicity

8. The African American population increased by 11.94 percent between 2000-2010; the population of Hispanics increased by 59.25 percent; the Asian population increased by 47.50 percent. The Other population increased by 69.75 percent; and the White population increased by 6.18 percent during the years 2000-2010.
9. While the White population represents 54.73 percent of the total population, it is expected to increase from 3,023,408 in 2010 to 3,146,280 in 2015 (4.06 percent). All other racial/ethnic groups are predicted to vary between 2010 and 2015, especially the Hispanic population, which will increase from 684,267 in 2010 to 816,448 in 2015 (19.32 percent).

Numbers of Affluent Families

10. 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 21,309 in 2010 to 28,272 in 2015 (32.68 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	29,973	38,520	28.52	23,042	31,687	37.52	21,309	28,272	32.68	15,163	21,902	44.44	11,121	16,510	48.46
Aged 5-9	28,484	34,463	20.99	21,897	28,349	29.47	20,250	25,294	24.91	14,410	19,595	35.98	10,568	14,771	39.77
Aged 10-13	20,934	24,817	18.55	16,093	20,415	26.86	14,883	18,215	22.39	10,590	14,111	33.25	7,767	10,637	36.95
Aged 14-	20,422	24,486	19.90	15,700	20,142	28.29	14,519	17,972	23.78	10,331	13,922	34.76	7,577	10,495	38.51

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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 76.88 percent, from 8,423 in 2010 to 14,899 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	59,414	77,929	31.16	19,684	30,414	54.51	15,715	28,845	83.55
Income \$125,000 to \$149,999	37,883	51,616	36.25	13,650	22,197	62.62	8,423	14,899	76.88
Income \$150,000 to \$199,999	24,638	33,255	34.97	12,206	16,860	38.13	5,738	7,319	27.55
Income \$200,000 and Over	18,975	26,128	37.70	11,754	21,098	79.50	5,356	9,098	69.87

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 7,069 in 2010 to 10,426 in 2015 (47.49 percent).

	HISPANIC HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	20,487	31,958	55.99
Income \$125,000 to \$149,999	11,486	17,681	53.94
Income \$150,000 to \$199,999	7,401	10,197	37.78
Income \$200,000 and Over	7,069	10,426	47.49

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 86.23 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 146,802 in 2010 to 192,469 in 2015 (31.11 percent).

	HOUSEHOLDS BY HOME VALUE				
	2000	2010	2015	% Growth (2000-2010)	% Growth (2010-2015)
Less than \$250,000	836,502	595,964	580,029	-28.76	-2.67
\$250,000-\$299,999	102,154	190,242	223,448	86.23	17.45
\$300,000-\$399,999	104,033	195,653	207,951	88.07	6.29
\$400,000-\$499,999	46,981	146,802	192,469	212.47	31.11
\$500,000-\$749,999	37,585	135,815	145,177	261.35	6.89
\$750,000-\$999,999	12,219	58,392	83,685	377.88	43.32
More than \$1,000,000	8,880	25,454	30,898	186.64	21.39

Population with Higher Education

14. The number of people older than 25 years of age who hold college degrees in the CBSA of **Washington-Arlington-Alexandria, DC-VA-MD-WV** increased 25.62 percent, from 738,490 in 2000 to 927,658 in 2010. This number is expected to increase by 13.19 percent through 2015. For people older than 25 years of age who hold graduate degrees, their numbers increased from 605,732 in 2000 to 734,941 in 2010 (21.33 percent), and it is forecasted this population will increase an additional 10.44 percent by the year 2015.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Washington-Arlington-Alexandria, DC-VA-MD-WV** 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: Washington-Arlington-Alexandria, DC-VA-MD-WV

CBSA Code: 47900

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

State Name: District of Columbia

Dominant Profile: AB_AV_EDU

					% Growth (2000-2010)	% Growth Forecast (2010-2015)
	Description	2000	2010	2015		
Total Population and Households						
	Population	4,796,183	5,523,778	6,006,507	15.17	8.74
	Households	1,800,263	2,103,127	2,297,528	16.82	9.24
Households with School Age Population						
	Households with Children Age 0 to 17 Years	652,123	677,268	748,773	3.86	10.56
Percent of Households with Children Age 0 to 17 Years		36.22	32.20	32.59	-11.10	1.21
School Age Population						
	Population Age 0 to 17 Years	1,213,021	1,397,916	1,490,491	15.24	6.62
	Population Age 0 to 4 Years	335,003	419,780	469,188	25.31	11.77
	Population Age 5 to 9 Years	352,618	398,927	419,766	13.13	5.22
	Population Age 10 to 13 Years	269,048	293,186	302,283	8.97	3.10
	Population Age 14 to 17 Years	256,352	286,023	298,246	11.57	4.27
School Age Population by Gender						
	Male Population Age 0 to 17 Years	620,246	720,197	770,103	16.11	6.93
	Female Population Age 0 to 17 Years	592,775	677,719	719,380	14.33	6.15
Male School Age Population by Age						
	Male Population Age 0 to 4 Years	171,152	216,191	242,004	26.32	11.94
	Male Population Age 5 to 9 Years	179,896	206,003	218,415	14.51	6.03
	Male Population Age 10 to 13 Years	137,589	150,364	155,460	9.28	3.39
	Male Population Age 14 to 17 Years	131,609	147,639	154,224	12.18	4.46
Female School Age Population by Age						
	Female Population Age 0 to 4 Years	163,851	203,589	227,184	24.25	11.59
	Female Population Age 5 to 9 Years	172,722	192,924	201,351	11.70	4.37
	Female Population Age 10 to 13 Years	131,459	142,822	146,823	8.64	2.80
	Female Population Age 14 to 17 Years	124,743	138,384	144,022	10.94	4.07
Population in School						
	Nursery or Preschool	94,190	115,651	133,199	22.78	15.17
	Kindergarten	71,851	80,987	88,312	12.72	9.04
	Grades 1 to 4	287,402	323,948	353,249	12.72	9.04
	Grades 5 to 8	274,110	297,602	317,978	8.57	6.85
	Grades 9 to 12	261,176	290,330	313,731	11.16	8.06
Population in School by Gender						
	Male Enrolled in School	505,666	571,157	624,222	12.95	9.29
	Female Enrolled in School	483,063	537,360	582,248	11.24	8.35
Male Population in School by Grade						

Male Nursery or Preschool	48,121	59,561	68,703	23.77	15.35
Male Kindergarten	36,656	41,821	45,951	14.09	9.88
Male Grades 1 to 4	146,625	167,284	183,804	14.09	9.88
Male Grades 5 to 8	140,178	152,628	163,532	8.88	7.14
Male Grades 9 to 12	134,086	149,862	162,232	11.77	8.25
Female Population in School by Grade					
Female Nursery or Preschool	46,069	56,090	64,496	21.75	14.99
Female Kindergarten	35,194	39,166	42,361	11.29	8.16
Female Grades 1 to 4	140,778	156,663	169,444	11.28	8.16
Female Grades 5 to 8	133,933	144,973	154,447	8.24	6.54
Female Grades 9 to 12	127,090	140,468	151,500	10.53	7.85
Population in School					
Education, Total Enrollment (Pop 3+)	988,729	1,108,517	1,206,470	12.12	8.84
Education, Not Enrolled in School (Pop 3+)	3,259,377	3,733,062	4,054,697	14.53	8.62
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	181,648	215,096	236,698	18.41	10.04
Education, Enrolled Private Preprimary (Pop 3+)	58,186	82,368	97,294	41.56	18.12
Education, Enrolled Private Elementary or High School (Pop 3+)	123,462	132,728	139,404	7.51	5.03
Education, Enrolled Public Schools (Pop 3+)	807,081	893,421	969,772	10.70	8.55
Education, Enrolled Public Preprimary (Pop 3+)	36,004	33,283	35,905	-7.56	7.88
Education, Enrolled Public Elementary or High School (Pop 3+)	771,077	860,138	933,867	11.55	8.57
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	92,876	110,811	122,338	19.31	10.40
Male Education, Enrolled Private Preprimary (Pop 3+)	29,727	42,420	50,184	42.70	18.30
Male Education, Enrolled Private Elementary or High School (Pop 3+)	63,149	68,391	72,155	8.30	5.50
Male Education, Enrolled Public Schools (Pop 3+)	412,789	460,346	501,884	11.52	9.02
Male Education, Enrolled Public Preprimary (Pop 3+)	18,394	17,141	18,520	-6.81	8.05
Male Education, Enrolled Public Elementary or High School (Pop 3+)	394,395	443,205	483,364	12.38	9.06
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	88,772	104,285	114,360	17.48	9.66
Female Education, Enrolled Private Preprimary (Pop 3+)	28,459	39,948	47,110	40.37	17.93
Female Education, Enrolled Private Elementary or High School (Pop 3+)	60,313	64,337	67,249	6.67	4.53
Female Education, Enrolled Public Schools (Pop 3+)	394,292	433,075	467,888	9.84	8.04
Female Education, Enrolled Public Preprimary (Pop 3+)	17,610	16,142	17,385	-8.34	7.70
Female Education, Enrolled Public Elementary or High School (Pop 3+)	376,682	416,933	450,503	10.69	8.05
Population by Race					
White Population, Alone	2,847,435	3,023,408	3,146,280	6.18	4.06
Black Population, Alone	1,269,131	1,420,636	1,584,472	11.94	11.53
Asian Population, Alone	332,141	489,910	561,597	47.50	14.63
Other Population	347,476	589,824	714,158	69.75	21.08
Population by Ethnicity					
Hispanic Population	429,688	684,267	816,448	59.25	19.32
White Non-Hispanic Population	2,653,239	2,825,763	2,919,880	6.50	3.33

Population by Race As Percent of Total Population

Percent of White Population, Alone	59.37	54.73	52.38	-7.82	-4.29
Percent of Black Population, Alone	26.46	25.72	26.38	-2.80	2.57
Percent of Asian Population, Alone	6.93	8.87	9.35	27.99	5.41
Percent of Other Population	7.24	10.68	11.89	47.51	11.33

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	8.96	12.39	13.59	38.28	9.69
Percent of White Non-Hispanic Population	55.32	51.16	48.61	-7.52	-4.98

Educational Attainment

Education Attainment, College (Pop 25+)	738,490	927,658	1,049,981	25.62	13.19
Education Attainment, Graduate Degree (Pop 25+)	605,732	734,941	811,704	21.33	10.44

Household Income

Household Income, Median (\$)	64,055	84,548	96,776	31.99	14.46
Household Income, Average (\$)	80,677	111,344	141,265	38.01	26.87

Households by Income

Households with Income Less than \$25,000	272,668	225,286	197,403	-17.38	-12.38
Households with Income \$25,000 to \$49,999	413,313	333,243	281,752	-19.37	-15.45
Households with Income \$50,000 to \$74,999	380,903	363,744	335,014	-4.50	-7.90
Households with Income \$75,000 to \$99,999	272,969	338,522	384,137	24.01	13.47
Households with Income \$100,000 to \$124,999	174,712	268,340	338,285	53.59	26.07
Households with Income \$125,000 to \$149,999	102,645	194,416	258,521	89.41	32.97
Households with Income \$150,000 to \$199,999	97,894	171,350	215,295	75.04	25.65
Households with Income \$200,000 and Over	85,159	208,226	287,121	144.51	37.89

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	21,516	29,973	38,520	39.31	28.52
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	22,647	28,484	34,463	25.77	20.99
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	17,280	20,934	24,817	21.15	18.55
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	16,464	20,422	24,486	24.04	19.90
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	13,044	23,042	31,687	76.65	37.52
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	13,730	21,897	28,349	59.48	29.47
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	10,476	16,093	20,415	53.62	26.86
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	9,982	15,700	20,142	57.28	28.29
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	12,649	21,309	28,272	68.46	32.68
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	13,314	20,250	25,294	52.10	24.91
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	10,159	14,883	18,215	46.50	22.39
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	9,679	14,519	17,972	50.01	23.78
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	6,405	15,163	21,902	136.74	44.44
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	6,742	14,410	19,595	113.73	35.98
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	5,144	10,590	14,111	105.87	33.25
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	4,901	10,331	13,922	110.79	34.76
Families with one or more children aged 0-4 and Income \$350,000 and over	4,590	11,121	16,510	142.29	48.46
Families with one or more children aged 5-9 and Income \$350,000 and over	4,832	10,568	14,771	118.71	39.77
Families with one or more children aged 10-13 and Income \$350,000 and over	3,687	7,767	10,637	110.66	36.95
Families with one or more children aged 14-17 and Income \$350,000 and over	3,513	7,577	10,495	115.68	38.51

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	836,502	595,964	580,029	-28.76	-2.67
Housing, Owner Households Valued \$250,000-\$299,999	102,154	190,242	223,448	86.23	17.45

Housing, Owner Households Valued \$300,000-\$399,999	104,033	195,653	207,951	88.07	6.29
Housing, Owner Households Valued \$400,000-\$499,999	46,981	146,802	192,469	212.47	31.11
Housing, Owner Households Valued \$500,000-\$749,999	37,585	135,815	145,177	261.35	6.89
Housing, Owner Households Valued \$750,000-\$999,999	12,219	58,392	83,685	377.88	43.32
Housing, Owner Households Valued More than \$1,000,000	8,880	25,454	30,898	186.64	21.39

Households by Length of Residence

Length of Residence Less than 2 Years	109,615	549,884	635,715	401.65	15.61
Length of Residence 3 to 5 Years	164,423	824,826	953,572	401.65	15.61
Length of Residence 6 to 10 Years	525,260	587,594	645,588	11.87	9.87
Length of Residence More than 10 Years	1,000,965	140,822	62,653	-85.93	-55.51

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	122,640	86,682	67,131	-29.32	-22.55
White Households with Income \$25,000 to \$49,999	224,299	148,149	108,257	-33.95	-26.93
White Households with Income \$50,000 to \$74,999	242,127	189,171	154,450	-21.87	-18.35
White Households with Income \$75,000 to \$99,999	188,947	198,649	202,347	5.13	1.86
White Households with Income \$100,000 to \$124,999	128,187	173,527	201,097	35.37	15.89
White Households with Income \$125,000 to \$149,999	79,185	134,460	169,809	69.80	26.29
White Households with Income \$150,000 to \$199,999	79,826	128,768	157,861	61.31	22.59
White Households with Income \$200,000 and Over	73,627	172,141	230,797	133.80	34.07

Black Households by Income

Black Households with Income Less than \$25,000	116,367	94,882	93,010	-18.46	-1.97
Black Households with Income \$25,000 to \$49,999	138,350	116,724	114,261	-15.63	-2.11
Black Households with Income \$50,000 to \$74,999	96,747	106,518	114,912	10.10	7.88
Black Households with Income \$75,000 to \$99,999	56,979	86,443	105,661	51.71	22.23
Black Households with Income \$100,000 to \$124,999	30,839	59,414	77,929	92.66	31.16
Black Households with Income \$125,000 to \$149,999	14,784	37,883	51,616	156.24	36.25
Black Households with Income \$150,000 to \$199,999	10,335	24,638	33,255	138.39	34.97
Black Households with Income \$200,000 and Over	6,040	18,975	26,128	214.16	37.70

Asian Households by Income

Asian Households with Income Less than \$25,000	16,132	18,160	14,997	12.57	-17.42
Asian Households with Income \$25,000 to \$49,999	22,868	26,182	22,954	14.49	-12.33
Asian Households with Income \$50,000 to \$74,999	21,549	28,505	23,283	32.28	-18.32
Asian Households with Income \$75,000 to \$99,999	15,763	25,573	33,396	62.23	30.59
Asian Households with Income \$100,000 to \$124,999	10,228	19,684	30,414	92.45	54.51
Asian Households with Income \$125,000 to \$149,999	6,143	13,650	22,197	122.20	62.62
Asian Households with Income \$150,000 to \$199,999	5,565	12,206	16,860	119.34	38.13
Asian Households with Income \$200,000 and Over	3,865	11,754	21,098	204.11	79.50

Other Households by Income

Other Households with Income Less than \$25,000	17,529	25,562	22,265	45.83	-12.90
Other Households with Income \$25,000 to \$49,999	27,796	42,188	36,280	51.78	-14.00
Other Households with Income \$50,000 to \$74,999	20,480	39,550	42,369	93.12	7.13
Other Households with Income \$75,000 to \$99,999	11,280	27,857	42,733	146.96	53.40
Other Households with Income \$100,000 to \$124,999	5,458	15,715	28,845	187.93	83.55
Other Households with Income \$125,000 to \$149,999	2,533	8,423	14,899	232.53	76.88
Other Households with Income \$150,000 to \$199,999	2,168	5,738	7,319	164.67	27.55
Other Households with Income \$200,000 and Over	1,627	5,356	9,098	229.19	69.87

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

Hispanic Households with Income Less than \$25,000	19,370	21,890	21,693	13.01	-0.90
Hispanic Households with Income \$25,000 to \$49,999	34,232	40,917	40,838	19.53	-0.19
Hispanic Households with Income \$50,000 to \$74,999	25,184	41,191	48,737	63.56	18.32
Hispanic Households with Income \$75,000 to \$99,999	14,278	32,053	47,004	124.49	46.64
Hispanic Households with Income \$100,000 to \$124,999	7,029	20,487	31,958	191.46	55.99
Hispanic Households with Income \$125,000 to \$149,999	3,494	11,486	17,681	228.73	53.94
Hispanic Households with Income \$150,000 to \$199,999	2,741	7,401	10,197	170.01	37.78
Hispanic Households with Income \$200,000 and Over	2,048	7,069	10,426	245.17	47.49

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	113,151	84,946	65,396	-24.93	-23.01
White Non-Hispanic Households with Income \$25,000 to \$49,999	209,189	145,449	105,395	-30.47	-27.54
White Non-Hispanic Households with Income \$50,000 to \$74,999	231,008	186,380	151,005	-19.32	-18.98
White Non-Hispanic Households with Income \$75,000 to \$99,999	182,052	195,589	198,301	7.44	1.39
White Non-Hispanic Households with Income \$100,000 to \$124,999	124,258	170,242	196,818	37.01	15.61
White Non-Hispanic Households with Income \$125,000 to \$149,999	76,809	131,817	166,084	71.62	26.00
White Non-Hispanic Households with Income \$150,000 to \$199,999	77,770	126,678	154,912	62.89	22.29
White Non-Hispanic Households with Income \$200,000 and Over	71,921	169,865	227,183	136.18	33.74

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+)