



# The NAIS Demographic Center 2010 Local Area Reports

## CBSA : Dallas-Fort Worth-Arlington, TX

*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 754,976 to 875,401 (15.95 percent) in the CBSA of **Dallas-Fort Worth-Arlington, TX**. This number is expected to increase by 14.42 percent during the next five years, totaling 1,001,605 in 2015.
2. The *School Age Population* group is expected to increase in 2015. Compared to the 2000-2010 increase of 28.97 percent, the population of children *Age 0 to 17 Years* is projected to increase by 10.66 percent from 1,870,956 in 2010 to 2,070,467 in 2015.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 10.54 percent from 901,967 in 2010 to 997,014 in 2015, while the *Male Population Age 0 to 17 Years* group will increase by 10.76 percent from 963,881 in 2010 to 1,067,555 in 2015.

### Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 9.61 percent from 263,687 in 2010 to 289,025 in 2015, and increase by 10.23 percent for boys in the same age group from 282,422 in 2010 to 311,326 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)
<b>Age 0 to 4 Years</b>	294,851	340,518	15.49	275,857	320,117	16.04
<b>Age 5 to 9 Years</b>	282,422	311,326	10.23	263,687	289,025	9.61
<b>Age 10 to 13 Years</b>	189,439	202,007	6.63	179,558	191,379	6.58
<b>Age 14 to 17 Years</b>	197,169	213,704	8.39	182,865	196,493	7.45

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 13.29 percent and 13.29 percent, respectively, between 2010 and 2015, while *Nursery or Preschool* is expected to increase by 19.12 percent from 138,613 in 2010 to 165,113 in 2015. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 19.41 percent and increase 18.84 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	138,613	165,113	19.12	71,613	85,106	18.84	67,000	80,007	19.41
Kindergarten	107,394	121,671	13.29	55,539	63,096	13.61	51,855	58,576	12.96
Grades 1 to 4	429,576	486,686	13.29	222,156	252,382	13.61	207,419	234,304	12.96
Grades 5 to 8	362,821	398,633	9.87	186,269	204,701	9.90	176,553	193,931	9.84
Grades 9 to 12	373,674	415,667	11.24	193,869	216,554	11.70	179,805	199,113	10.74

## Enrollment in Private Schools

- The population enrolled in private schools increased by 37.39 percent during the years 2000-2010; and is expected to increase by 15.78 percent in 2015 from 199,916 in 2010 to 231,466 in 2015. While total public school enrollment increased 22.17 percent during the years 2000-2010, it will increase by 11.89 percent between 2010 and 2015.
- During 2000-2010, male preprimary enrollment in private schools increased by 67.13 percent and female preprimary enrollment by 63.85 percent. During 2010-2015, male preprimary enrollment in private schools is anticipated to increase by 23.66 percent from 46,396 in 2010 to 57,373 in 2015; while female preprimary enrollment is expected to increase by 24.25 percent from 43,408 in 2010 to 53,936 in 2015. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 9.39 percent and 8.83 percent, respectively.

## Population by Race and Ethnicity

- The African American population increased by 23.73 percent between 2000-2010; the population of Hispanics increased by 55.59 percent; the Asian population increased by 64.74 percent. The Other <sup>[1]</sup> population increased by 49.09 percent; and the White population increased by 20.46 percent during the years 2000-2010.
- While the White population represents 66.02 percent of the total population, it is expected to increase from 4,305,561 in 2010 to 4,639,909 in 2015 (7.77 percent). All other racial/ethnic groups are predicted to vary between 2010 and 2015, especially the Hispanic population, which will increase from 1,739,022 in 2010 to 1,995,869 in 2015 (14.77 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 15,536 in 2010 to 23,870 in 2015 (53.64 percent).

	INCOME \$100,000 TO \$124,999			INCOME \$125,000 TO \$149,999			INCOME \$150,000 TO \$199,999			INCOME \$200,000 TO \$349,999			INCOME \$350,000 AND OVER		
	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)
Aged 0-4	31,754	47,095	48.31	19,797	32,433	63.83	15,536	23,870	53.64	10,564	17,281	63.58	7,840	13,375	70.60
Aged 5-9	30,385	42,798	40.85	18,944	29,474	55.58	14,867	21,692	45.91	10,109	15,704	55.35	7,502	12,155	62.02
Aged 10-13	20,531	28,044	36.59	12,800	19,313	50.88	10,045	14,214	41.50	6,830	10,290	50.66	5,069	7,964	57.11

Aged 14- 17	21,145	29,242	38.29	13,183	20,138	52.76	10,346	14,821	43.25	7,035	10,730	52.52	5,220	8,305	59.10
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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 131.01 percent, from 5,724 in 2010 to 13,223 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	21,811	34,493	58.14	10,976	19,231	75.21	13,056	28,205	116.03
Income \$125,000 to \$149,999	11,147	18,324	64.39	6,238	12,976	108.02	5,724	13,223	131.01
Income \$150,000 to \$199,999	6,505	9,823	51.01	5,451	9,721	78.33	3,809	5,936	55.84
Income \$200,000 and Over	5,563	8,648	55.46	3,904	10,150	159.99	3,582	7,408	106.81

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 6,712 in 2010 to 11,498 in 2015 (71.31 percent).

	HISPANIC HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	27,135	47,325	74.41
Income \$125,000 to \$149,999	12,384	22,974	85.51
Income \$150,000 to \$199,999	6,878	10,402	51.24
Income \$200,000 and Over	6,712	11,498	71.31

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 212.15 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 74,696 in 2010 to 108,436 in 2015 (45.17 percent).

	HOUSEHOLDS BY HOME VALUE				
	2000	2010	2015	% Growth (2000-2010)	% Growth (2010-2015)
Less than \$250,000	1,031,214	1,072,198	1,136,974	3.97	6.04
\$250,000-\$299,999	35,155	109,738	149,990	212.15	36.68
\$300,000-\$399,999	32,100	102,518	122,301	219.37	19.30
\$400,000-\$499,999	14,106	74,696	108,436	429.53	45.17
\$500,000-\$749,999	12,264	72,869	84,769	494.17	16.33
\$750,000-\$999,999	4,751	34,769	53,238	631.82	53.12
More than \$1,000,000	5,223	22,824	30,085	336.99	31.81

## Population with Higher Education

14. The number of people older than 25 years of age who hold college degrees in the CBSA of **Dallas-Fort Worth-Arlington, TX** increased 43.82 percent, from 628,289 in 2000 to 903,617 in 2010. This number is expected to increase by 17.05 percent through 2015. For people older than 25 years of age who hold graduate degrees, their numbers increased from 283,092 in 2000 to 400,565 in 2010 (41.50 percent), and it is forecasted this population will increase an additional 14.15 percent by the year 2015.

## Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Dallas-Fort Worth-Arlington, TX** 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)? <sup>[2]</sup>

- 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](http://www.hermangroup.com). Also, the *NAIS Opinion Leaders' Survey* (free to browse at [www.nais.org](http://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 <sup>[3]</sup> annual survey ([www.nais.org/go/statsonline](http://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](http://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](http://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](http://www.nais.org/go/advocacy)).
- ❖ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)).
- ❖ *Communications Handbook* (free to download at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)).
- ❖ *NAIS Parent Guide* (information about admission and financial aid designed for parents [www.nais.org/go/parents](http://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/](http://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)

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[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: Dallas-Fort Worth-Arlington, TX

CBSA Code: 19100

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

State Name: Texas

Dominant Profile: APT20

Description	2000	2010	2015	% Growth (2000-2010)	% Growth Forecast (2010-2015)
<b>Total Population and Households</b>					
Population	5,161,544	6,521,652	7,262,728	26.35	11.36
Households	1,881,056	2,375,452	2,656,916	26.28	11.85
<b>Households with School Age Population</b>					
Households with Children Age 0 to 17 Years	754,976	875,401	1,001,605	15.95	14.42
Percent of Households with Children Age 0 to 17 Years	40.14	36.85	37.70	-8.20	2.31
<b>School Age Population</b>					
Population Age 0 to 17 Years	1,450,711	1,870,956	2,070,467	28.97	10.66
Population Age 0 to 4 Years	415,400	570,708	660,635	37.39	15.76
Population Age 5 to 9 Years	411,344	546,109	600,351	32.76	9.93
Population Age 10 to 13 Years	316,769	368,997	393,386	16.49	6.61
Population Age 14 to 17 Years	307,198	380,034	410,197	23.71	7.94
<b>School Age Population by Gender</b>					
Male Population Age 0 to 17 Years	743,075	963,881	1,067,555	29.72	10.76
Female Population Age 0 to 17 Years	707,636	901,967	997,014	27.46	10.54
<b>Male School Age Population by Age</b>					
Male Population Age 0 to 4 Years	212,554	294,851	340,518	38.72	15.49
Male Population Age 5 to 9 Years	210,009	282,422	311,326	34.48	10.23
Male Population Age 10 to 13 Years	161,951	189,439	202,007	16.97	6.63
Male Population Age 14 to 17 Years	158,561	197,169	213,704	24.35	8.39
<b>Female School Age Population by Age</b>					
Female Population Age 0 to 4 Years	202,846	275,857	320,117	35.99	16.04
Female Population Age 5 to 9 Years	201,335	263,687	289,025	30.97	9.61
Female Population Age 10 to 13 Years	154,818	179,558	191,379	15.98	6.58
Female Population Age 14 to 17 Years	148,637	182,865	196,493	23.03	7.45
<b>Population in School</b>					
Nursery or Preschool	103,112	138,613	165,113	34.43	19.12
Kindergarten	82,215	107,394	121,671	30.63	13.29
Grades 1 to 4	328,861	429,576	486,686	30.63	13.29
Grades 5 to 8	316,562	362,821	398,633	14.61	9.87
Grades 9 to 12	306,998	373,674	415,667	21.72	11.24
<b>Population in School by Gender</b>					
Male Enrolled in School	582,936	729,446	821,839	25.13	12.67
Female Enrolled in School	554,812	682,632	765,931	23.04	12.20
<b>Male Population in School by Grade</b>					



Male Nursery or Preschool	52,761	71,613	85,106	35.73	18.84
Male Kindergarten	41,974	55,539	63,096	32.32	13.61
Male Grades 1 to 4	167,898	222,156	252,382	32.32	13.61
Male Grades 5 to 8	161,846	186,269	204,701	15.09	9.90
Male Grades 9 to 12	158,457	193,869	216,554	22.35	11.70

#### Female Population in School by Grade

Female Nursery or Preschool	50,351	67,000	80,007	33.07	19.41
Female Kindergarten	40,241	51,855	58,576	28.86	12.96
Female Grades 1 to 4	160,963	207,419	234,304	28.86	12.96
Female Grades 5 to 8	154,717	176,553	193,931	14.11	9.84
Female Grades 9 to 12	148,540	179,805	199,113	21.05	10.74

#### Population in School

Education, Total Enrollment (Pop 3+)	1,137,748	1,412,078	1,587,770	24.11	12.44
Education, Not Enrolled in School (Pop 3+)	3,502,100	4,390,475	4,866,880	25.37	10.85

#### Population in Public vs Private School

Education, Enrolled Private Schools (Pop 3+)	145,515	199,916	231,466	37.39	15.78
Education, Enrolled Private Preprimary (Pop 3+)	54,252	89,804	111,309	65.53	23.95
Education, Enrolled Private Elementary or High School (Pop 3+)	91,263	110,112	120,157	20.65	9.12
Education, Enrolled Public Schools (Pop 3+)	992,233	1,212,162	1,356,304	22.17	11.89
Education, Enrolled Public Preprimary (Pop 3+)	48,860	48,809	53,804	-0.10	10.23
Education, Enrolled Public Elementary or High School (Pop 3+)	943,373	1,163,353	1,302,500	23.32	11.96

#### Population in Public vs Private School by Gender

##### Male Population in Public vs Private School

Male Education, Enrolled Private Schools (Pop 3+)	74,526	103,277	119,597	38.58	15.80
Male Education, Enrolled Private Preprimary (Pop 3+)	27,760	46,396	57,373	67.13	23.66
Male Education, Enrolled Private Elementary or High School (Pop 3+)	46,766	56,881	62,224	21.63	9.39
Male Education, Enrolled Public Schools (Pop 3+)	508,410	626,170	702,241	23.16	12.15
Male Education, Enrolled Public Preprimary (Pop 3+)	25,001	25,217	27,733	0.86	9.98
Male Education, Enrolled Public Elementary or High School (Pop 3+)	483,410	600,953	674,509	24.32	12.24

##### Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	70,989	96,639	111,869	36.13	15.76
Female Education, Enrolled Private Preprimary (Pop 3+)	26,492	43,408	53,936	63.85	24.25
Female Education, Enrolled Private Elementary or High School (Pop 3+)	44,497	53,231	57,933	19.63	8.83
Female Education, Enrolled Public Schools (Pop 3+)	483,823	585,992	654,063	21.12	11.62
Female Education, Enrolled Public Preprimary (Pop 3+)	23,859	23,592	26,071	-1.12	10.51
Female Education, Enrolled Public Elementary or High School (Pop 3+)	459,963	562,400	627,991	22.27	11.66

#### Population by Race

White Population, Alone	3,574,254	4,305,561	4,639,909	20.46	7.77
Black Population, Alone	716,198	886,150	1,026,487	23.73	15.84
Asian Population, Alone	199,612	328,845	392,071	64.74	19.23
Other Population	671,480	1,001,096	1,204,261	49.09	20.29

#### Population by Ethnicity

Hispanic Population	1,117,717	1,739,022	1,995,869	55.59	14.77
White Non-Hispanic Population	3,043,394	3,570,812	3,849,313	17.33	7.80

#### Population by Race As Percent of Total Population

Percent of White Population, Alone	69.25	66.02	63.89	-4.66	-3.23
Percent of Black Population, Alone	13.88	13.59	14.13	-2.09	3.97
Percent of Asian Population, Alone	3.87	5.04	5.40	30.23	7.14
Percent of Other Population	13.01	15.35	16.58	17.99	8.01

**Population by Ethnicity As Percent of Total Population**

Percent of Hispanic Population	21.65	26.67	27.48	23.19	3.04
Percent of White Non-Hispanic Population	58.96	54.75	53.00	-7.14	-3.20

**Educational Attainment**

Education Attainment, College (Pop 25+)	628,289	903,617	1,057,670	43.82	17.05
Education Attainment, Graduate Degree (Pop 25+)	283,092	400,565	457,261	41.50	14.15

**Household Income**

Household Income, Median (\$)	48,181	63,092	76,908	30.95	21.90
Household Income, Average (\$)	64,178	82,482	105,472	28.52	27.87

**Households by Income**

Households with Income Less than \$25,000	426,839	390,897	324,680	-8.42	-16.94
Households with Income \$25,000 to \$49,999	551,883	553,167	490,398	0.23	-11.35
Households with Income \$50,000 to \$74,999	384,906	465,284	479,203	20.88	2.99
Households with Income \$75,000 to \$99,999	221,653	352,529	447,896	59.05	27.05
Households with Income \$100,000 to \$124,999	121,554	231,575	329,581	90.51	42.32
Households with Income \$125,000 to \$149,999	60,352	141,480	221,519	134.42	56.57
Households with Income \$150,000 to \$199,999	55,027	109,655	158,403	99.27	44.46
Households with Income \$200,000 and Over	58,842	130,865	205,236	122.40	56.83

**Families by Age of Children and Income**

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	17,143	31,754	47,095	85.23	48.31
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	16,976	30,385	42,798	78.99	40.85
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	13,073	20,531	28,044	57.05	36.59
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	12,678	21,145	29,242	66.78	38.29
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	8,670	19,797	32,433	128.34	63.83
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	8,585	18,944	29,474	120.66	55.58
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	6,611	12,800	19,313	93.62	50.88
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	6,411	13,183	20,138	105.63	52.76
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	7,835	15,536	23,870	98.29	53.64
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	7,758	14,867	21,692	91.63	45.91
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	5,974	10,045	14,214	68.15	41.50
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	5,794	10,346	14,821	78.56	43.25
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	4,753	10,564	17,281	122.26	63.58
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	4,706	10,109	15,704	114.81	55.35
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	3,624	6,830	10,290	88.47	50.66
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	3,515	7,035	10,730	100.14	52.52
Families with one or more children aged 0-4 and Income \$350,000 and over	3,640	7,840	13,375	115.38	70.60
Families with one or more children aged 5-9 and Income \$350,000 and over	3,604	7,502	12,155	108.16	62.02
Families with one or more children aged 10-13 and Income \$350,000 and over	2,776	5,069	7,964	82.60	57.11
Families with one or more children aged 14-17 and Income \$350,000 and over	2,692	5,220	8,305	93.91	59.10

**Households by Home Value**

Housing, Owner Households Valued Less than \$250,000	1,031,214	1,072,198	1,136,974	3.97	6.04
Housing, Owner Households Valued \$250,000-\$299,999	35,155	109,738	149,990	212.15	36.68

Housing, Owner Households Valued \$300,000-\$399,999	32,100	102,518	122,301	219.37	19.30
Housing, Owner Households Valued \$400,000-\$499,999	14,106	74,696	108,436	429.53	45.17
Housing, Owner Households Valued \$500,000-\$749,999	12,264	72,869	84,769	494.17	16.33
Housing, Owner Households Valued \$750,000-\$999,999	4,751	34,769	53,238	631.82	53.12
Housing, Owner Households Valued More than \$1,000,000	5,223	22,824	30,085	336.99	31.81

#### Households by Length of Residence

Length of Residence Less than 2 Years	149,167	631,243	740,398	323.18	17.29
Length of Residence 3 to 5 Years	223,750	946,864	1,110,597	323.18	17.29
Length of Residence 6 to 10 Years	607,549	672,836	751,286	10.75	11.66
Length of Residence More than 10 Years	900,591	124,509	54,636	-86.17	-56.12

#### Households by Race and Income

##### White Households by Income

White Households with Income Less than \$25,000	263,923	213,228	165,773	-19.21	-22.26
White Households with Income \$25,000 to \$49,999	387,501	342,808	279,934	-11.53	-18.34
White Households with Income \$50,000 to \$74,999	293,850	323,313	311,266	10.03	-3.73
White Households with Income \$75,000 to \$99,999	182,044	265,526	309,561	45.86	16.58
White Households with Income \$100,000 to \$124,999	103,429	185,732	247,652	79.57	33.34
White Households with Income \$125,000 to \$149,999	52,307	118,371	176,996	126.30	49.53
White Households with Income \$150,000 to \$199,999	49,144	93,890	132,923	91.05	41.57
White Households with Income \$200,000 and Over	53,678	117,816	179,030	119.49	51.96

##### Black Households by Income

Black Households with Income Less than \$25,000	96,998	86,655	83,991	-10.66	-3.07
Black Households with Income \$25,000 to \$49,999	83,894	89,920	95,731	7.18	6.46
Black Households with Income \$50,000 to \$74,999	44,376	60,205	71,229	35.67	18.31
Black Households with Income \$75,000 to \$99,999	19,152	40,617	57,763	112.08	42.21
Black Households with Income \$100,000 to \$124,999	8,174	21,811	34,493	166.83	58.14
Black Households with Income \$125,000 to \$149,999	3,464	11,147	18,324	221.80	64.39
Black Households with Income \$150,000 to \$199,999	2,107	6,505	9,823	208.73	51.01
Black Households with Income \$200,000 and Over	2,271	5,563	8,648	144.96	55.46

##### Asian Households by Income

Asian Households with Income Less than \$25,000	12,294	15,517	12,247	26.22	-21.07
Asian Households with Income \$25,000 to \$49,999	16,739	22,141	18,400	32.27	-16.90
Asian Households with Income \$50,000 to \$74,999	14,363	23,232	20,201	61.75	-13.05
Asian Households with Income \$75,000 to \$99,999	8,185	17,245	25,740	110.69	49.26
Asian Households with Income \$100,000 to \$124,999	4,736	10,976	19,231	131.76	75.21
Asian Households with Income \$125,000 to \$149,999	2,707	6,238	12,976	130.44	108.02
Asian Households with Income \$150,000 to \$199,999	2,212	5,451	9,721	146.43	78.33
Asian Households with Income \$200,000 and Over	1,401	3,904	10,150	178.66	159.99

##### Other Households by Income

Other Households with Income Less than \$25,000	53,624	75,497	62,669	40.79	-16.99
Other Households with Income \$25,000 to \$49,999	63,749	98,298	96,333	54.20	-2.00
Other Households with Income \$50,000 to \$74,999	32,317	58,534	76,507	81.12	30.71
Other Households with Income \$75,000 to \$99,999	12,272	29,141	54,832	137.46	88.16
Other Households with Income \$100,000 to \$124,999	5,215	13,056	28,205	150.35	116.03
Other Households with Income \$125,000 to \$149,999	1,874	5,724	13,223	205.44	131.01
Other Households with Income \$150,000 to \$199,999	1,564	3,809	5,936	143.54	55.84
Other Households with Income \$200,000 and Over	1,492	3,582	7,408	140.08	106.81

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

<b>Hispanic Households with Income Less than \$25,000</b>	87,636	114,738	105,541	30.93	-8.02
<b>Hispanic Households with Income \$25,000 to \$49,999</b>	104,101	158,402	169,073	52.16	6.74
<b>Hispanic Households with Income \$50,000 to \$74,999</b>	51,296	99,260	128,159	93.50	29.11
<b>Hispanic Households with Income \$75,000 to \$99,999</b>	20,323	56,780	90,191	179.39	58.84
<b>Hispanic Households with Income \$100,000 to \$124,999</b>	8,265	27,135	47,325	228.31	74.41
<b>Hispanic Households with Income \$125,000 to \$149,999</b>	2,983	12,384	22,974	315.15	85.51
<b>Hispanic Households with Income \$150,000 to \$199,999</b>	2,295	6,878	10,402	199.69	51.24
<b>Hispanic Households with Income \$200,000 and Over</b>	2,203	6,712	11,498	204.68	71.31

**White Non-Hispanic Households by Income**

<b>White Non-Hispanic Households with Income Less than \$25,000</b>	221,285	179,069	136,836	-19.08	-23.58
<b>White Non-Hispanic Households with Income \$25,000 to \$49,999</b>	339,933	295,809	232,630	-12.98	-21.36
<b>White Non-Hispanic Households with Income \$50,000 to \$74,999</b>	269,672	288,282	270,811	6.90	-6.06
<b>White Non-Hispanic Households with Income \$75,000 to \$99,999</b>	171,240	238,342	273,221	39.19	14.63
<b>White Non-Hispanic Households with Income \$100,000 to \$124,999</b>	98,651	168,352	222,848	70.65	32.37
<b>White Non-Hispanic Households with Income \$125,000 to \$149,999</b>	50,277	107,496	161,036	113.81	49.81
<b>White Non-Hispanic Households with Income \$150,000 to \$199,999</b>	47,442	86,446	122,419	82.21	41.61
<b>White Non-Hispanic Households with Income \$200,000 and Over</b>	51,983	109,439	167,150	110.53	52.73

**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.

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

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+)