



The NAIS Demographic Center 2011 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 – 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* grew from 930,436 to 934,264 (0.41 percent) in the CBSA of **Dallas-Fort Worth-Arlington, TX**. This number is expected to increase by 4.77 percent during the next five years, totaling 978,814 in 2016.
2. The *School Age Population* group is expected to increase in 2016. Compared to the 2010-2011 increase of 1.26 percent, the population of children *Age 0 to 17 Years* is projected to increase by 9.75 percent from 1,796,148 in 2011 to 1,971,195 in 2016.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 9.96 percent from 875,242 in 2011 to 962,417 in 2016, while the *Male Population Age 0 to 17 Years* group will increase by 9.54 percent from 920,906 in 2011 to 1,008,778 in 2016.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 14.28 percent from 240,922 in 2011 to 275,335 in 2016, and increase by 10.09 percent for boys in the same age group from 255,721 in 2011 to 281,528 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	272,365	299,619	10.01	258,930	284,330	9.81
Age 5 to 9 Years	255,721	281,528	10.09	240,922	275,335	14.28
Age 10 to 13 Years	197,150	218,344	10.75	188,230	202,273	7.46
Age 14 to 17 Years	195,670	209,287	6.96	187,160	200,479	7.12

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 10.48 percent and 12.11 percent, respectively, between 2011 and 2016, while *Nursery or Preschool* is expected to increase by 4.27 percent from 118,657 in 2011 to 123,724 in 2016. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 4.17 percent and increase 4.36 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	118,657	123,724	4.27	60,829	63,482	4.36	57,828	60,242	4.17
Kindergarten	105,880	116,974	10.48	54,518	59,137	8.47	51,362	57,837	12.61
Grades 1 to 4	402,473	451,197	12.11	207,233	228,107	10.07	195,240	223,090	14.26
Grades 5 to 8	379,138	424,481	11.96	193,956	220,350	13.61	185,182	204,131	10.23
Grades 9 to 12	361,831	358,927	-0.80	184,937	183,321	-0.87	176,894	175,606	-0.73

Enrollment in Private Schools

- The population enrolled in private schools decreased by **-0.29** percent during the years 2010-2011; and is expected to decrease by **-0.30** percent in 2016 from 162,372 in 2011 to 161,882 in 2016. While total public school enrollment increased 1.10 percent during the years 2010-2011, it will increase by 8.94 percent between 2011 and 2016.
- During 2010-2011, male preprimary enrollment in private schools decreased by **-0.08** percent and female preprimary enrollment by 0.10 percent. During 2011-2016, male preprimary enrollment in private schools is anticipated to increase by 1.42 percent from 30,863 in 2011 to 31,300 in 2016; while female preprimary enrollment is expected to increase by 1.23 percent from 29,340 in 2011 to 29,702 in 2016. Further, the anticipated changes in male and female enrollment rates for elementary and high school are **-1.71** percent and **-0.79** percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 1.13 percent between 2010-2011; the population of Hispanics increased by 754.12 percent; the Asian population increased by 1.70 percent; the American Indian and Alaska Native population decreased by **-0.11** percent. The Other Race population decreased by **-0.29** percent; and the population of Two or More Races decreased by **-73.48** percent; and the White population increased by 1.37 percent during the years 2010-2011.
- While the White population represents 65.43 percent of the total population, it is expected to increase from 4,218,442 in 2011 to 4,650,721 in 2016 (10.25 percent). All other racial/ethnic groups are predicted to vary between 2011 and 2016, especially the Hispanic population, which will increase from 1,809,362 in 2011 to 2,200,902 in 2016 (21.64 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 21,522 in 2011 to 28,815 in 2016 (33.89 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	31,346	34,340	9.55	21,714	27,046	24.56	21,522	28,815	33.89	15,376	24,801	61.30	8,811	13,989	58.77
Aged 5-9	29,302	32,747	11.76	20,298	25,791	27.06	20,118	27,478	36.58	14,373	23,650	64.54	8,237	13,340	61.95
Aged 10-13	22,737	24,735	8.79	15,751	19,481	23.68	15,611	20,755	32.95	11,153	17,864	60.17	6,391	10,076	57.66
Aged 14-17	22,587	24,097	6.69	15,646	18,978	21.30	15,508	20,220	30.38	11,079	17,403	57.08	6,349	9,816	54.61

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 73.49 percent, from 3,912 in 2011 to 6,787 in 2016.

	<u>BLACK HOUSEHOLDS</u>			<u>ASIAN HOUSEHOLDS</u>			<u>AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS</u>			<u>OTHER RACE HOUSEHOLDS</u>			<u>TWO OR MORE RACES HOUSEHOLDS</u>		
	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	23,385	28,568	22.16	10,848	18,421	69.81	1,702	2,368	39.13	8,972	13,124	46.28	4,621	6,697	-25.36
Income \$125,000 to \$149,999	12,915	17,131	32.64	6,593	12,176	84.68	1,002	1,506	50.30	3,912	6,787	73.49	3,366	4,425	31.46
Income \$150,000 to \$199,999	9,882	13,540	37.02	9,176	10,367	12.98	603	1,068	77.11	2,894	4,484	54.94	3,073	4,463	45.23
Income \$200,000 and Over	6,679	10,053	50.52	4,701	15,520	230.14	322	784	143.48	1,821	3,675	101.81	2,448	5,074	107.27

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 6,331 in 2011 to 11,864 in 2016 (87.40 percent).

	<u>HISPANIC HOUSEHOLDS</u>		
	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	26,863	41,292	53.71
Income \$125,000 to \$149,999	12,887	21,424	66.25
Income \$150,000 to \$199,999	9,411	15,573	65.48
Income \$200,000 and Over	6,331	11,864	87.40

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 2.20 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 40,566 in 2011 to 46,693 in 2016 (15.10 percent).

	<u>HOUSEHOLDS BY HOME VALUE</u>				
	2010	2011	2016	% Growth (2010-2011)	% Growth (2011-2016)
Less than \$250,000	1,188,843	1,189,964	1,217,843	0.09	2.34
\$250,000-\$299,999	79,337	81,084	96,824	2.20	19.41
\$300,000-\$399,999	91,613	93,595	111,299	2.16	18.92
\$400,000-\$499,999	39,917	40,566	46,693	1.63	15.10
\$500,000-\$749,999	34,671	35,123	39,619	1.30	12.80
\$750,000-\$999,999	11,871	12,051	13,703	1.52	13.71
More than \$1,000,000	14,691	14,762	15,707	0.48	6.40

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Dallas-Fort Worth-Arlington, TX** increased 1.16 percent, from 838,791 in 2010 to 848,507 in 2011. This number is expected to increase by 9.49 percent through 2016. For people older than 25 years of age who hold graduate degrees, their numbers increased from 386,025 in 2010 to

391,756 in 2011 (1.48 percent), and it is forecasted this population will increase an additional 12.00 percent by the year 2016.

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)? ^[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: Dallas-Fort Worth-Arlington, TX

CBSA Code: 19100

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

State Name: Texas

Dominant Profile: ASIAN_LANG

					% Growth	% Growth Forecast
	Description	2010	2011	2016 (2010-2011)	(2010-2011)	(2011-2016)
Total Population and Households						
	Population	6,371,773	6,447,382	7,043,828	1.19	9.25
	Households	2,298,498	2,314,970	2,477,070	0.72	7.00
Households with School Age Population						
	Households with Children Age 0 to 17 Years	930,436	934,264	978,814	0.41	4.77
	Percent of Households with Children Age 0 to 17 Years	40.48	40.36	39.51	-0.30	-2.11
School Age Population						
	Population Age 0 to 17 Years	1,773,862	1,796,148	1,971,195	1.26	9.75
	Population Age 0 to 4 Years	524,043	531,295	583,949	1.38	9.91
	Population Age 5 to 9 Years	489,093	496,643	556,863	1.54	12.13
	Population Age 10 to 13 Years	380,949	385,380	420,617	1.16	9.14
	Population Age 14 to 17 Years	379,777	382,830	409,766	0.80	7.04
School Age Population by Gender						
	Male Population Age 0 to 17 Years	910,039	920,906	1,008,778	1.19	9.54
	Female Population Age 0 to 17 Years	863,823	875,242	962,417	1.32	9.96
Male School Age Population by Age						
	Male Population Age 0 to 4 Years	268,890	272,365	299,619	1.29	10.01
	Male Population Age 5 to 9 Years	252,553	255,721	281,528	1.25	10.09
	Male Population Age 10 to 13 Years	194,489	197,150	218,344	1.37	10.75
	Male Population Age 14 to 17 Years	194,107	195,670	209,287	0.81	6.96
Female School Age Population by Age						
	Female Population Age 0 to 4 Years	255,153	258,930	284,330	1.48	9.81
	Female Population Age 5 to 9 Years	236,540	240,922	275,335	1.85	14.28
	Female Population Age 10 to 13 Years	186,460	188,230	202,273	0.95	7.46
	Female Population Age 14 to 17 Years	185,670	187,160	200,479	0.80	7.12
Population in School						
	Nursery or Preschool	118,185	118,657	123,724	0.40	4.27
	Kindergarten	104,639	105,880	116,974	1.19	10.48
	Grades 1 to 4	396,485	402,473	451,197	1.51	12.11
	Grades 5 to 8	373,527	379,138	424,481	1.50	11.96
	Grades 9 to 12	362,480	361,831	358,927	-0.18	-0.80
Population in School by Gender						
	Male Enrolled in School	695,373	701,473	754,397	0.88	7.54
	Female Enrolled in School	659,943	666,506	720,906	0.99	8.16
Male Population in School by Grade						
	Male Nursery or Preschool	60,642	60,829	63,482	0.31	4.36
	Male Kindergarten	54,032	54,518	59,137	0.90	8.47
	Male Grades 1 to 4	204,733	207,233	228,107	1.22	10.07
	Male Grades 5 to 8	190,700	193,956	220,350	1.71	13.61
	Male Grades 9 to 12	185,266	184,937	183,321	-0.18	-0.87

Female Population in School by Grade

Female Nursery or Preschool	57,543	57,828	60,242	0.50	4.17
Female Kindergarten	50,607	51,362	57,837	1.49	12.61
Female Grades 1 to 4	191,752	195,240	223,090	1.82	14.26
Female Grades 5 to 8	182,827	185,182	204,131	1.29	10.23
Female Grades 9 to 12	177,214	176,894	175,606	-0.18	-0.73

Population in School

Education, Total Enrollment (Pop 3+)	1,355,316	1,367,979	1,475,303	0.93	7.85
Education, Not Enrolled in School (Pop 3+)	4,306,304	4,364,453	4,817,151	1.35	10.37

Population in Public vs Private School

Education, Enrolled Private Schools (Pop 3+)	162,852	162,372	161,882	-0.29	-0.30
Education, Enrolled Private Preprimary (Pop 3+)	60,199	60,203	61,002	0.01	1.33
Education, Enrolled Private Elementary or High School (Pop 3+)	102,653	102,169	100,880	-0.47	-1.26
Education, Enrolled Public Schools (Pop 3+)	1,192,464	1,205,607	1,313,421	1.10	8.94
Education, Enrolled Public Preprimary (Pop 3+)	57,986	58,454	62,722	0.81	7.30
Education, Enrolled Public Elementary or High School (Pop 3+)	1,134,478	1,147,153	1,250,699	1.12	9.03

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

Male Education, Enrolled Private Schools (Pop 3+)	83,577	83,268	82,810	-0.37	-0.55
Male Education, Enrolled Private Preprimary (Pop 3+)	30,889	30,863	31,300	-0.08	1.42
Male Education, Enrolled Private Elementary or High School (Pop 3+)	52,689	52,405	51,511	-0.54	-1.71
Male Education, Enrolled Public Schools (Pop 3+)	611,796	618,205	671,587	1.05	8.63
Male Education, Enrolled Public Preprimary (Pop 3+)	29,753	29,966	32,182	0.72	7.40
Male Education, Enrolled Public Elementary or High School (Pop 3+)	582,043	588,239	639,405	1.06	8.70

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	79,275	79,104	79,072	-0.22	-0.04
Female Education, Enrolled Private Preprimary (Pop 3+)	29,310	29,340	29,702	0.10	1.23
Female Education, Enrolled Private Elementary or High School (Pop 3+)	49,964	49,764	49,369	-0.40	-0.79
Female Education, Enrolled Public Schools (Pop 3+)	580,668	587,402	641,834	1.16	9.27
Female Education, Enrolled Public Preprimary (Pop 3+)	28,233	28,488	30,540	0.90	7.20
Female Education, Enrolled Public Elementary or High School (Pop 3+)	552,435	558,914	611,294	1.17	9.37

Population by Race

White Population, Alone	4,161,280	4,218,442	4,650,721	1.37	10.25
Black Population, Alone	961,871	972,736	1,058,092	1.13	8.77
Asian Population, Alone	347,699	353,612	403,864	1.70	14.21
American Indian and Alaska Native Population, Alone	43,390	43,344	43,796	-0.11	1.04
Other Race Population, Alone	677,770	675,817	675,516	-0.29	-0.04
Two or More Races Population	179,763	183,431	211,839	2.04	15.49

Population by Ethnicity

Hispanic Population	1,752,166	1,809,362	2,200,902	3.26	21.64
White Non-Hispanic Population	3,207,800	3,219,513	3,383,334	0.37	5.09

Population by Race As Percent of Total Population

Percent of White Population, Alone	65.31	65.43	66.03	0.18	0.92
Percent of Black Population, Alone	15.10	15.09	15.02	-0.07	-0.46
Percent of Asian Population, Alone	5.46	5.48	5.73	0.37	4.56
Percent of American Indian and Alaska Native Population, Alone	0.68	0.67	0.62	-1.47	-7.46
Percent of Other Race Population, Alone	10.64	10.48	9.59	-1.50	-8.49
Percent of Two or More Races Population, Alone	2.82	2.85	3.01	1.06	5.61

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	27.50	28.06	31.25	2.04	11.37
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Percent of White Non-Hispanic Population 50.34 49.94 48.03

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	838,791	848,507	928,994	1.16	9.49
Education Attainment, Master's Degree (Pop 25+)	287,098	293,162	341,527	2.11	16.50
Education Attainment, Professional Degree (Pop 25+)	63,890	63,248	58,989	-1.00	-6.73
Education Attainment, Doctorate Degree (Pop 25+)	35,037	35,346	38,255	0.88	8.23

Household Income

Household Income, Median (\$)	63,901	64,037	74,339	0.21	16.09
Household Income, Average (\$)	81,103	81,224	97,901	0.15	20.53

Households by Income

Households with Income Less than \$25,000	402,869	405,457	365,036	0.64	-9.97
Households with Income \$25,000 to \$49,999	516,555	518,528	475,981	0.38	-8.21
Households with Income \$50,000 to \$74,999	413,331	415,879	408,321	0.62	-1.82
Households with Income \$75,000 to \$99,999	307,684	310,208	329,026	0.82	6.07
Households with Income \$100,000 to \$124,999	216,779	218,720	257,057	0.90	17.53
Households with Income \$125,000 to \$149,999	144,987	146,578	188,931	1.10	28.89
Households with Income \$150,000 to \$199,999	140,547	141,622	195,743	0.76	38.22
Households with Income \$200,000 and Over	155,746	157,978	256,975	1.43	62.67

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	31,079	31,346	34,340	0.86	9.55
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	29,007	29,302	32,747	1.02	11.76
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	22,593	22,737	24,735	0.64	8.79
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	22,523	22,587	24,097	0.28	6.69
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	21,486	21,714	27,046	1.06	24.56
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	20,053	20,298	25,791	1.22	27.06
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	15,619	15,751	19,481	0.85	23.68
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	15,571	15,646	18,978	0.48	21.30
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	21,399	21,522	28,815	0.57	33.89
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	19,971	20,118	27,478	0.74	36.58
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	15,556	15,611	20,755	0.35	32.95
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	15,508	15,508	20,220	0.00	30.38
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	15,188	15,376	24,801	1.24	61.30
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	14,175	14,373	23,650	1.40	64.54
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	11,041	11,153	17,864	1.01	60.17
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	11,007	11,079	17,403	0.65	57.08
Families with one or more children aged 0-4 and Income \$350,000 and over	8,664	8,811	13,989	1.70	58.77
Families with one or more children aged 5-9 and Income \$350,000 and over	8,086	8,237	13,340	1.87	61.95
Families with one or more children aged 10-13 and Income \$350,000 and over	6,298	6,391	10,076	1.48	57.66
Families with one or more children aged 14-17 and Income \$350,000 and over	6,279	6,349	9,816	1.11	54.61

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	1,188,843	1,189,964	1,217,843	0.09	2.34
Housing, Owner Households Valued \$250,000-\$299,999	79,337	81,084	96,824	2.20	19.41
Housing, Owner Households Valued \$300,000-\$399,999	91,613	93,595	111,299	2.16	18.92
Housing, Owner Households Valued \$400,000-\$499,999	39,917	40,566	46,693	1.63	15.10
Housing, Owner Households Valued \$500,000-\$749,999	34,671	35,123	39,619	1.30	12.80
Housing, Owner Households Valued \$750,000-\$999,999	11,871	12,051	13,703	1.52	13.71
Housing, Owner Households Valued More than \$1,000,000	14,691	14,762	15,707	0.48	6.40

Households by Length of Residence

Length of Residence Less than 2 Years	280,786	294,022	398,394	4.71	35.50
Length of Residence 3 to 5 Years	421,180	441,033	597,592	4.71	35.50
Length of Residence 6 to 10 Years	1,016,286	1,005,008	942,475	-1.11	-6.22

Length of Residence More than 10 Years 580,246 574,907 538,610

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

White Households with Income Less than \$25,000	219,926	220,796	191,107	0.40	-13.45
White Households with Income \$25,000 to \$49,999	316,023	317,415	278,737	0.44	-12.19
White Households with Income \$50,000 to \$74,999	279,231	280,979	266,254	0.63	-5.24
White Households with Income \$75,000 to \$99,999	222,752	224,325	229,572	0.71	2.34
White Households with Income \$100,000 to \$124,999	167,962	169,192	187,879	0.73	11.04
White Households with Income \$125,000 to \$149,999	117,979	118,790	146,906	0.69	23.67
White Households with Income \$150,000 to \$199,999	115,173	115,994	161,821	0.71	39.51
White Households with Income \$200,000 and Over	141,119	142,007	221,869	0.63	56.24

Black Households by Income

Black Households with Income Less than \$25,000	101,896	102,835	104,686	0.92	1.80
Black Households with Income \$25,000 to \$49,999	95,866	96,784	100,521	0.96	3.86
Black Households with Income \$50,000 to \$74,999	61,922	62,942	68,783	1.65	9.28
Black Households with Income \$75,000 to \$99,999	39,095	39,621	45,982	1.35	16.05
Black Households with Income \$100,000 to \$124,999	23,164	23,385	28,568	0.95	22.16
Black Households with Income \$125,000 to \$149,999	12,830	12,915	17,131	0.66	32.64
Black Households with Income \$150,000 to \$199,999	9,787	9,882	13,540	0.97	37.02
Black Households with Income \$200,000 and Over	6,615	6,679	10,053	0.97	50.52

Asian Households by Income

Asian Households with Income Less than \$25,000	20,316	19,925	17,491	-1.92	-12.22
Asian Households with Income \$25,000 to \$49,999	22,942	22,385	20,767	-2.43	-7.23
Asian Households with Income \$50,000 to \$74,999	21,890	21,885	20,521	-0.02	-6.23
Asian Households with Income \$75,000 to \$99,999	16,942	17,494	20,618	3.26	17.86
Asian Households with Income \$100,000 to \$124,999	10,162	10,848	18,421	6.75	69.81
Asian Households with Income \$125,000 to \$149,999	5,770	6,593	12,176	14.26	84.68
Asian Households with Income \$150,000 to \$199,999	9,093	9,176	10,367	0.91	12.98
Asian Households with Income \$200,000 and Over	3,323	4,701	15,520	41.47	230.14

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	1,368	1,366	1,135	-0.15	-16.91
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	2,159	2,158	1,906	-0.05	-11.68
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	2,864	2,856	2,254	-0.28	-21.08
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	3,086	3,081	1,438	-0.16	-53.33
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	1,704	1,702	2,368	-0.12	39.13
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	1,003	1,002	1,506	-0.10	50.30
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	602	603	1,068	0.17	77.11
American Indian and Alaska Native Households with Income \$200,000 and Over	323	322	784	-0.31	143.48

Other Race Households by Income

Other Race Households with Income Less than \$25,000	48,941	49,866	40,233	1.89	-19.32
Other Race Households with Income \$25,000 to \$49,999	66,609	66,572	60,925	-0.06	-8.48
Other Race Households with Income \$50,000 to \$74,999	37,317	36,892	39,141	-1.14	6.10
Other Race Households with Income \$75,000 to \$99,999	18,671	18,326	23,217	-1.85	26.69
Other Race Households with Income \$100,000 to \$124,999	9,206	8,972	13,124	-2.54	46.28
Other Race Households with Income \$125,000 to \$149,999	4,022	3,912	6,787	-2.73	73.49
Other Race Households with Income \$150,000 to \$199,999	2,896	2,894	4,484	-0.07	54.94
Other Race Households with Income \$200,000 and Over	1,878	1,821	3,675	-3.04	101.81

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	10,422	10,669	10,384	2.37	-2.67
Two or More Races Households with Income \$25,000 to \$49,999	12,956	13,214	13,125	1.99	-0.67
Two or More Races Households with Income \$50,000 to \$74,999	10,107	10,325	11,368	2.16	10.10

Two or More Races Households with Income \$75,000 to \$99,999	7,138	7,361	8,199	3.12	11.38
Two or More Races Households with Income \$100,000 to \$124,999	4,581	4,621	6,697	0.87	44.93
Two or More Races Households with Income \$125,000 to \$149,999	3,383	3,366	4,425	-0.50	31.46
Two or More Races Households with Income \$150,000 to \$199,999	2,996	3,073	4,463	2.57	45.23
Two or More Races Households with Income \$200,000 and Over	2,488	2,448	5,074	-1.61	107.27

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	123,045	123,982	127,059	0.76	2.48
Hispanic Households with Income \$25,000 to \$49,999	166,343	169,203	187,396	1.72	10.75
Hispanic Households with Income \$50,000 to \$74,999	93,437	96,781	118,938	3.58	22.89
Hispanic Households with Income \$75,000 to \$99,999	49,266	51,955	71,900	5.46	38.39
Hispanic Households with Income \$100,000 to \$124,999	25,217	26,863	41,292	6.53	53.71
Hispanic Households with Income \$125,000 to \$149,999	11,906	12,887	21,424	8.24	66.25
Hispanic Households with Income \$150,000 to \$199,999	8,719	9,411	15,573	7.94	65.48
Hispanic Households with Income \$200,000 and Over	5,918	6,331	11,864	6.98	87.40

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	163,243	161,384	122,995	-1.14	-23.79
White Non-Hispanic Households with Income \$25,000 to \$49,999	237,102	236,793	191,745	-0.13	-19.02
White Non-Hispanic Households with Income \$50,000 to \$74,999	232,004	232,014	199,635	0.00	-13.96
White Non-Hispanic Households with Income \$75,000 to \$99,999	193,413	193,584	184,420	0.09	-4.73
White Non-Hispanic Households with Income \$100,000 to \$124,999	150,086	151,544	162,050	0.97	6.93
White Non-Hispanic Households with Income \$125,000 to \$149,999	107,232	108,191	135,331	0.89	25.09
White Non-Hispanic Households with Income \$150,000 to \$199,999	106,702	107,717	152,565	0.95	41.64
White Non-Hispanic Households with Income \$200,000 and Over	133,463	135,103	213,097	1.23	57.73

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+)