



The NAIS Demographic Center 2010 Local Area Reports

CBSA : Detroit-Warren-Livonia, MI

Local Area Reports summarize key demographic changes for a specific geographic region, suggest strategic considerations for schools given these changes, and offer resources that can assist schools in dealing with an ever-changing marketplace.

The data presented in this report are obtained from the NAIS Detailed Trend Report & Analysis – 2010. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).

Key Findings

School Age Population

1. During 2000-2010, the number of households with children *Age 0 to 17 Years* shrank from 607,211 to 526,933 (-13.22 percent) in the CBSA of **Detroit-Warren-Livonia, MI**. This number is expected to decrease by -0.23 percent during the next five years, totaling 525,697 in 2015.
2. The *School Age Population* group is expected to decrease in 2015. Compared to the 2000-2010 decrease of -3.10 percent, the population of children *Age 0 to 17 Years* is projected to decrease by -4.39 percent from 1,145,324 in 2010 to 1,095,086 in 2015.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -4.65 percent from 554,265 in 2010 to 528,513 in 2015, while the *Male Population Age 0 to 17 Years* group will decrease by -4.14 percent from 591,059 in 2010 to 566,573 in 2015.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by -9.75 percent from 150,476 in 2010 to 135,800 in 2015, and decrease by -8.45 percent for boys in the same age group from 161,976 in 2010 to 148,282 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	166,432	165,786	-0.39	155,755	154,567	-0.76
Age 5 to 9 Years	161,976	148,282	-8.45	150,476	135,800	-9.75
Age 10 to 13 Years	135,894	131,758	-3.04	128,894	124,798	-3.18
Age 14 to 17 Years	126,757	120,747	-4.74	119,140	113,348	-4.86

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to decrease by -5.87 percent and -5.87 percent, respectively, between 2010 and 2015, while *Nursery or Preschool* is expected to increase by 1.88 percent from 80,019 in 2010 to 81,523 in 2015. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 1.68 percent and increase 2.07 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	80,019	81,523	1.88	41,335	42,189	2.07	38,684	39,334	1.68
Kindergarten	63,715	59,973	-5.87	33,030	31,304	-5.23	30,685	28,669	-6.57
Grades 1 to 4	254,861	239,894	-5.87	132,121	125,217	-5.23	122,740	114,677	-6.57
Grades 5 to 8	269,978	270,812	0.31	138,558	139,079	0.38	131,420	131,733	0.24
Grades 9 to 12	250,716	247,102	-1.44	129,241	127,457	-1.38	121,475	119,646	-1.51

Enrollment in Private Schools

- The population enrolled in private schools increased by 0.69 percent during the years 2000-2010; and is expected to decrease by -1.04 percent in 2015 from 130,462 in 2010 to 129,101 in 2015. While total public school enrollment decreased -6.51 percent during the years 2000-2010, it will decrease by -2.36 percent between 2010 and 2015.
- During 2000-2010, male preprimary enrollment in private schools increased by 22.14 percent and female preprimary enrollment by 20.19 percent. During 2010-2015, male preprimary enrollment in private schools is anticipated to increase by 7.11 percent from 19,737 in 2010 to 21,141 in 2015; while female preprimary enrollment is expected to increase by 6.71 percent from 18,471 in 2010 to 19,711 in 2015. Further, the anticipated changes in male and female enrollment rates for elementary and high school are -4.07 percent and -4.63 percent, respectively.

Population by Race and Ethnicity

- The African American population decreased by -9.64 percent between 2000-2010; the population of Hispanics increased by 41.30 percent; the Asian population increased by 44.74 percent. The Other population increased by 33.51 percent; and the White population decreased by -1.86 percent during the years 2000-2010.
- While the White population represents 70.95 percent of the total population, it is expected to decrease from 3,117,910 in 2010 to 3,046,313 in 2015 (-2.30 percent). All other racial/ethnic groups are predicted to vary between 2010 and 2015, especially the Hispanic population, which will increase from 179,332 in 2010 to 193,938 in 2015 (8.14 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 8,400 in 2010 to 12,401 in 2015 (47.63 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	17,897	22,530	25.89	10,978	16,814	53.16	8,400	12,401	47.63	4,737	7,248	53.01	3,572	5,707	59.77
Aged 5-9	17,356	19,979	15.11	10,646	14,911	40.06	8,146	10,997	35.00	4,594	6,427	39.90	3,464	5,060	46.07
Aged 10-13	14,708	18,043	22.67	9,022	13,466	49.26	6,903	9,932	43.88	3,893	5,805	49.11	2,935	4,570	55.71

Aged 14-17	13,659	16,464	20.54	8,379	12,287	46.64	6,411	9,062	41.35	3,615	5,296	46.50	2,726	4,170	52.97
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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 172.64 percent, from 1,133 in 2010 to 3,089 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	18,633	23,307	25.08	5,277	7,599	44.00	2,671	5,847	118.91
Income \$125,000 to \$149,999	10,170	13,570	33.43	3,448	6,245	81.12	1,133	3,089	172.64
Income \$150,000 to \$199,999	7,077	9,167	29.53	3,081	5,148	67.09	934	1,595	70.77
Income \$200,000 and Over	6,252	8,527	36.39	2,523	5,916	134.48	691	1,672	141.97

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 672 in 2010 to 1,172 in 2015 (74.40 percent).

	HISPANIC HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	2,715	4,518	66.41
Income \$125,000 to \$149,999	1,179	2,491	111.28
Income \$150,000 to \$199,999	795	1,101	38.49
Income \$200,000 and Over	672	1,172	74.40

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 91.19 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 86,118 in 2010 to 111,068 in 2015 (28.97 percent).

	HOUSEHOLDS BY HOME VALUE				
	2000	2010	2015	% Growth (2000-2010)	% Growth (2010-2015)
Less than \$250,000	1,057,662	765,549	688,250	-27.62	-10.10
\$250,000-\$299,999	70,092	134,006	150,737	91.19	12.49
\$300,000-\$399,999	55,986	131,611	133,842	135.08	1.70
\$400,000-\$499,999	23,057	86,118	111,068	273.50	28.97
\$500,000-\$749,999	15,987	75,617	77,218	372.99	2.12
\$750,000-\$999,999	5,489	29,387	40,934	435.38	39.29
More than \$1,000,000	5,147	15,696	17,584	204.95	12.03

Population with Higher Education

14. The number of people older than 25 years of age who hold college degrees in the CBSA of **Detroit-Warren-Livonia, MI** increased 12.47 percent, from 424,674 in 2000 to 477,636 in 2010. This number is expected to increase by 3.28 percent through 2015. For people older than 25 years of age who hold graduate degrees, their numbers increased from 250,915 in 2000 to 281,186 in 2010 (12.06 percent), and it is forecasted this population will increase an additional 1.46 percent by the year 2015.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Detroit-Warren-Livonia, MI** need to consider what strategies they will implement now to ensure full classrooms in the years ahead. For example, this may mean further diversifying enrollment in terms of gender, ethnicity, and income. Some of the questions that schools should consider are:

General Considerations

- Considering these demographic changes, on which areas does our school most need to focus?
- Have we benchmarked our school's admission statistics? How do they look in comparison to other schools in our community? Do we understand the strengths and weaknesses of our own numbers?
- How well do we know our market? Do we know who our competitors are (other independent schools, magnet schools, charter schools, Catholic schools, regular public schools, home schoolers, etc.)? How familiar are people in our community with our school mission and value proposition?
- If we have feeder schools, are we watching their changes in enrollment to understand how our school could be impacted?

Responding to School-Age Population Changes

- Does our school have a waiting list? Is the school working at maximum enrollment capacity already? What do our admission statistics look like (inquiries, applications, acceptances, enrollees)? Are there changes that need our attention?
- If our school is in high demand, what tuition policy should it follow?
- What are the demographic shifts in the geographic areas from which we recruit students? Are the statistics more favorable in surrounding areas from which we have not traditionally recruited students? What would it take to attract these populations?
- What percentage of all children would we need to attract to survive? Is that doable?
- Have we considered merging with another school? Should we consider going coed (for single-sex schools)? How would this affect our mission?
- How many students attending public schools can afford our school? Can we lure them away from the public system? How would we make our case?
- What is the typical profile of families in our school? Do we know why they are enrolling their children in our school?

- Can we work with local businesses and the chamber of commerce to attract new families to the area?

Responding to Racial/Ethnic Changes

- Given the shifts in demographics, what percentage of students of color should the school aim for? How do our diversity numbers compare to those of this geographic region?
- What are the key characteristics that parents of color are looking for in a school? Does our school offer these attributes? Do we highlight these characteristics in messages?
- What communication channels should the school use to reach out to the people of color in its community? Should the school include other languages in its communications with parents?
- Do we know why families of color who can afford our tuition are not enrolling their children in our school? Do we know where these families are located?

Responding to Household Income Changes

- Are middle-class families aware of all the options offered to pursue an education in our school (need-based financial aid, merit awards, tuition payment plans, and tuition loan programs)?
- Are our students' grandparents nearby? What percentage of students have their tuitions paid for by their grandparents? How can we involve grandparents in the life of the school?

Financial Considerations

- What financial planning do we need to do to ensure the school is financially stable during economic downturns?
- If our school is facing high demand, what financial planning do we need to ensure a sound use of the resources?
- Are building improvements needed?
- Can we afford to offer better salaries or benefits? What major investment projects are needed?
- What are the best/most profitable fund-raising activities? Is our school relying mainly on tuition as a source of revenue? Are there other opportunities for revenue enhancement (non-tuition options)? ^[2]

- Who are our best donors? What is their profile? Since we are dealing with different generations, do we understand how to attract them? Are they more responsive to mail or online solicitations?
- What causes are our donors more inclined to support? How should the school keep them informed about the use of charitable funds?

Resources That Can Help

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

communicate with important constituents like prospective students and families, prospective teachers, the media, and policymakers. They can help you explain the value of independent education and of your school:

- ❖ *Values Added: The Lifelong Returns of an Independent School Education* (free to download at www.nais.org/go/advocacy).
- ❖ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at www.nais.org/go/advocacy).
- ❖ *Communications Handbook* (free to download at www.nais.org/go/advocacy).
- ❖ *NAIS Parent Guide* (information about admission and financial aid designed for parents www.nais.org/go/parents).

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

- ❖ [Parents Views on Independent Schools under the Current Economic Situation.](#)
- ❖ [Demography and the Economy](#)
- ❖ [AdmissionQuest's podcast: Exploring School Sustainability Directions & Ideas with Patrick Bassett](#)
- ❖ [Admission Trends, Families, and the School Search](#)
- ❖ [Enrollment Dilemmas, Part I](#) and [Part II](#)
- ❖ [Sticky Messages](#)
- ❖ [Net Tuition Revenue Management: The Why, When, and How](#), NAIS Leadership Series (Article 2010)
- ❖ [Enrollment and Marketing Considerations in a Tight Financial Market](#), NAIS Leadership Series (Article 2010)

[1]

"Other race" includes all other responses not included in the "white," "black or African American," "American Indian and Alaska Native," "Asian," and "Native Hawaiian and Other Pacific Islander" race categories. Respondents providing write-in entries, such as multiracial, mixed, interracial, or a Hispanic/Latino group (for example, Mexican, Puerto Rican, or Cuban) are included here.

[2]

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

[3]

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

EASI NAIS Detailed Trend Report & Analysis - 2010

CBSA Name: Detroit-Warren-Livonia, MI

CBSA Code: 19820

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

State Name: Michigan

Dominant Profile: MED_INC

Description	2000	2010	2015	% Growth (2000-2010)	% Growth Forecast (2010-2015)
Total Population and Households					
Population	4,452,557	4,394,256	4,301,101	-1.31	-2.12
Households	1,696,943	1,675,996	1,645,272	-1.23	-1.83
Households with School Age Population					
Households with Children Age 0 to 17 Years	607,211	526,933	525,697	-13.22	-0.23
Percent of Households with Children Age 0 to 17 Years	35.78	31.44	31.95	-12.13	1.62
School Age Population					
Population Age 0 to 17 Years	1,181,921	1,145,324	1,095,086	-3.10	-4.39
Population Age 0 to 4 Years	312,260	322,187	320,353	3.18	-0.57
Population Age 5 to 9 Years	348,346	312,452	284,082	-10.30	-9.08
Population Age 10 to 13 Years	268,330	264,788	256,556	-1.32	-3.11
Population Age 14 to 17 Years	252,985	245,897	234,095	-2.80	-4.80
School Age Population by Gender					
Male Population Age 0 to 17 Years	605,510	591,059	566,573	-2.39	-4.14
Female Population Age 0 to 17 Years	576,411	554,265	528,513	-3.84	-4.65
Male School Age Population by Age					
Male Population Age 0 to 4 Years	160,046	166,432	165,786	3.99	-0.39
Male Population Age 5 to 9 Years	178,429	161,976	148,282	-9.22	-8.45
Male Population Age 10 to 13 Years	137,263	135,894	131,758	-1.00	-3.04
Male Population Age 14 to 17 Years	129,772	126,757	120,747	-2.32	-4.74
Female School Age Population by Age					
Female Population Age 0 to 4 Years	152,214	155,755	154,567	2.33	-0.76
Female Population Age 5 to 9 Years	169,917	150,476	135,800	-11.44	-9.75
Female Population Age 10 to 13 Years	131,067	128,894	124,798	-1.66	-3.18
Female Population Age 14 to 17 Years	123,213	119,140	113,348	-3.31	-4.86
Population in School					
Nursery or Preschool	84,671	80,019	81,523	-5.49	1.88
Kindergarten	71,189	63,715	59,973	-10.50	-5.87
Grades 1 to 4	284,756	254,861	239,894	-10.50	-5.87
Grades 5 to 8	274,184	269,978	270,812	-1.53	0.31
Grades 9 to 12	258,503	250,716	247,102	-3.01	-1.44
Population in School by Gender					
Male Enrolled in School	498,579	474,285	465,246	-4.87	-1.91
Female Enrolled in School	474,724	445,004	434,058	-6.26	-2.46
Male Population in School by Grade					

Male Nursery or Preschool	43,397	41,335	42,189	-4.75	2.07
Male Kindergarten	36,464	33,030	31,304	-9.42	-5.23
Male Grades 1 to 4	145,857	132,121	125,217	-9.42	-5.23
Male Grades 5 to 8	140,257	138,558	139,079	-1.21	0.38
Male Grades 9 to 12	132,603	129,241	127,457	-2.54	-1.38
Female Population in School by Grade					
Female Nursery or Preschool	41,274	38,684	39,334	-6.28	1.68
Female Kindergarten	34,725	30,685	28,669	-11.63	-6.57
Female Grades 1 to 4	138,899	122,740	114,677	-11.63	-6.57
Female Grades 5 to 8	133,926	131,420	131,733	-1.87	0.24
Female Grades 9 to 12	125,901	121,475	119,646	-3.52	-1.51
Population in School					
Education, Total Enrollment (Pop 3+)	973,303	919,289	899,304	-5.55	-2.17
Education, Not Enrolled in School (Pop 3+)	3,040,268	3,001,687	2,935,179	-1.27	-2.22
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	129,569	130,462	129,101	0.69	-1.04
Education, Enrolled Private Preprimary (Pop 3+)	31,527	38,208	40,852	21.19	6.92
Education, Enrolled Private Elementary or High School (Pop 3+)	98,042	92,254	88,249	-5.90	-4.34
Education, Enrolled Public Schools (Pop 3+)	843,734	788,827	770,203	-6.51	-2.36
Education, Enrolled Public Preprimary (Pop 3+)	53,144	41,811	40,671	-21.33	-2.73
Education, Enrolled Public Elementary or High School (Pop 3+)	790,590	747,016	729,532	-5.51	-2.34
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	66,379	67,328	66,795	1.43	-0.79
Male Education, Enrolled Private Preprimary (Pop 3+)	16,159	19,737	21,141	22.14	7.11
Male Education, Enrolled Private Elementary or High School (Pop 3+)	50,220	47,591	45,653	-5.23	-4.07
Male Education, Enrolled Public Schools (Pop 3+)	432,200	406,957	398,451	-5.84	-2.09
Male Education, Enrolled Public Preprimary (Pop 3+)	27,238	21,598	21,048	-20.71	-2.55
Male Education, Enrolled Public Elementary or High School (Pop 3+)	404,962	385,359	377,403	-4.84	-2.06
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	63,190	63,134	62,306	-0.09	-1.31
Female Education, Enrolled Private Preprimary (Pop 3+)	15,368	18,471	19,711	20.19	6.71
Female Education, Enrolled Private Elementary or High School (Pop 3+)	47,822	44,663	42,596	-6.61	-4.63
Female Education, Enrolled Public Schools (Pop 3+)	411,534	381,870	371,752	-7.21	-2.65
Female Education, Enrolled Public Preprimary (Pop 3+)	25,906	20,213	19,623	-21.98	-2.92
Female Education, Enrolled Public Elementary or High School (Pop 3+)	385,628	361,657	352,129	-6.22	-2.63
Population by Race					
White Population, Alone	3,177,013	3,117,910	3,046,313	-1.86	-2.30
Black Population, Alone	1,015,931	918,020	863,113	-9.64	-5.98
Asian Population, Alone	104,336	151,018	162,885	44.74	7.86
Other Population	155,277	207,308	228,790	33.51	10.36
Population by Ethnicity					
Hispanic Population	126,918	179,332	193,938	41.30	8.14
White Non-Hispanic Population	3,110,679	3,013,656	2,929,917	-3.12	-2.78

Population by Race As Percent of Total Population

Percent of White Population, Alone	71.35	70.95	70.83	-0.56	-0.17
Percent of Black Population, Alone	22.82	20.89	20.07	-8.46	-3.93
Percent of Asian Population, Alone	2.34	3.44	3.79	47.01	10.17
Percent of Other Population	3.49	4.72	5.32	35.24	12.71

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	2.85	4.08	4.51	43.16	10.54
Percent of White Non-Hispanic Population	69.86	68.58	68.12	-1.83	-0.67

Educational Attainment

Education Attainment, College (Pop 25+)	424,674	477,636	493,314	12.47	3.28
Education Attainment, Graduate Degree (Pop 25+)	250,915	281,186	285,292	12.06	1.46

Household Income

Household Income, Median (\$)	49,784	59,185	73,084	18.88	23.48
Household Income, Average (\$)	63,763	75,927	97,291	19.08	28.14

Households by Income

Households with Income Less than \$25,000	406,186	328,890	248,568	-19.03	-24.42
Households with Income \$25,000 to \$49,999	446,001	389,174	310,457	-12.74	-20.23
Households with Income \$50,000 to \$74,999	348,429	326,431	285,487	-6.31	-12.54
Households with Income \$75,000 to \$99,999	217,781	237,996	258,320	9.28	8.54
Households with Income \$100,000 to \$124,999	124,861	156,657	195,539	25.47	24.82
Households with Income \$125,000 to \$149,999	60,415	93,885	139,228	55.40	48.30
Households with Income \$150,000 to \$199,999	47,936	71,564	101,126	49.29	41.31
Households with Income \$200,000 and Over	45,334	71,399	106,547	57.50	49.23

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	15,276	17,897	22,530	17.16	25.89
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	17,041	17,356	19,979	1.85	15.11
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	13,127	14,708	18,043	12.04	22.67
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	12,376	13,659	16,464	10.37	20.54
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	7,435	10,978	16,814	47.65	53.16
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	8,294	10,646	14,911	28.36	40.06
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	6,389	9,022	13,466	41.21	49.26
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	6,024	8,379	12,287	39.09	46.64
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	5,915	8,400	12,401	42.01	47.63
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	6,598	8,146	10,997	23.46	35.00
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	5,083	6,903	9,932	35.81	43.88
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	4,792	6,411	9,062	33.79	41.35
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	3,084	4,737	7,248	53.60	53.01
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	3,440	4,594	6,427	33.55	39.90
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	2,650	3,893	5,805	46.91	49.11
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	2,499	3,615	5,296	44.66	46.50
Families with one or more children aged 0-4 and Income \$350,000 and over	2,394	3,572	5,707	49.21	59.77
Families with one or more children aged 5-9 and Income \$350,000 and over	2,670	3,464	5,060	29.74	46.07
Families with one or more children aged 10-13 and Income \$350,000 and over	2,057	2,935	4,570	42.68	55.71
Families with one or more children aged 14-17 and Income \$350,000 and over	1,939	2,726	4,170	40.59	52.97

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	1,057,662	765,549	688,250	-27.62	-10.10
Housing, Owner Households Valued \$250,000-\$299,999	70,092	134,006	150,737	91.19	12.49

Housing, Owner Households Valued \$300,000-\$399,999	55,986	131,611	133,842	135.08	1.70
Housing, Owner Households Valued \$400,000-\$499,999	23,057	86,118	111,068	273.50	28.97
Housing, Owner Households Valued \$500,000-\$749,999	15,987	75,617	77,218	372.99	2.12
Housing, Owner Households Valued \$750,000-\$999,999	5,489	29,387	40,934	435.38	39.29
Housing, Owner Households Valued More than \$1,000,000	5,147	15,696	17,584	204.95	12.03

Households by Length of Residence

Length of Residence Less than 2 Years	80,631	420,830	443,664	421.92	5.43
Length of Residence 3 to 5 Years	120,947	631,245	665,496	421.92	5.43
Length of Residence 6 to 10 Years	438,929	453,332	452,159	3.28	-0.26
Length of Residence More than 10 Years	1,056,436	170,588	83,953	-83.85	-50.79

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	244,971	191,821	137,463	-21.70	-28.34
White Households with Income \$25,000 to \$49,999	324,958	272,057	210,452	-16.28	-22.64
White Households with Income \$50,000 to \$74,999	273,184	245,513	208,346	-10.13	-15.14
White Households with Income \$75,000 to \$99,999	180,257	190,160	198,169	5.49	4.21
White Households with Income \$100,000 to \$124,999	105,732	130,076	158,786	23.02	22.07
White Households with Income \$125,000 to \$149,999	51,129	79,134	116,324	54.77	47.00
White Households with Income \$150,000 to \$199,999	41,091	60,472	85,216	47.17	40.92
White Households with Income \$200,000 and Over	39,351	61,933	90,432	57.39	46.02

Black Households by Income

Black Households with Income Less than \$25,000	143,331	112,099	91,646	-21.79	-18.25
Black Households with Income \$25,000 to \$49,999	99,557	86,459	76,391	-13.16	-11.64
Black Households with Income \$50,000 to \$74,999	58,872	56,149	53,424	-4.63	-4.85
Black Households with Income \$75,000 to \$99,999	29,090	34,192	39,192	17.54	14.62
Black Households with Income \$100,000 to \$124,999	14,223	18,633	23,307	31.01	25.08
Black Households with Income \$125,000 to \$149,999	6,530	10,170	13,570	55.74	33.43
Black Households with Income \$150,000 to \$199,999	4,502	7,077	9,167	57.20	29.53
Black Households with Income \$200,000 and Over	4,141	6,252	8,527	50.98	36.39

Asian Households by Income

Asian Households with Income Less than \$25,000	4,093	5,430	3,849	32.67	-29.12
Asian Households with Income \$25,000 to \$49,999	7,374	10,056	5,662	36.37	-43.70
Asian Households with Income \$50,000 to \$74,999	7,997	11,514	9,214	43.98	-19.98
Asian Households with Income \$75,000 to \$99,999	4,661	7,506	10,604	61.04	41.27
Asian Households with Income \$100,000 to \$124,999	3,238	5,277	7,599	62.97	44.00
Asian Households with Income \$125,000 to \$149,999	2,058	3,448	6,245	67.54	81.12
Asian Households with Income \$150,000 to \$199,999	1,777	3,081	5,148	73.38	67.09
Asian Households with Income \$200,000 and Over	1,412	2,523	5,916	78.68	134.48

Other Households by Income

Other Households with Income Less than \$25,000	13,791	19,540	15,610	41.69	-20.11
Other Households with Income \$25,000 to \$49,999	14,112	20,602	17,952	45.99	-12.86
Other Households with Income \$50,000 to \$74,999	8,376	13,255	14,503	58.25	9.42
Other Households with Income \$75,000 to \$99,999	3,773	6,138	10,355	62.68	68.70
Other Households with Income \$100,000 to \$124,999	1,668	2,671	5,847	60.13	118.91
Other Households with Income \$125,000 to \$149,999	698	1,133	3,089	62.32	172.64
Other Households with Income \$150,000 to \$199,999	566	934	1,595	65.02	70.77
Other Households with Income \$200,000 and Over	430	691	1,672	60.70	141.97

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

Hispanic Households with Income Less than \$25,000	9,160	10,799	9,816	17.89	-9.10
Hispanic Households with Income \$25,000 to \$49,999	11,312	13,647	12,273	20.64	-10.07
Hispanic Households with Income \$50,000 to \$74,999	7,827	10,086	10,878	28.86	7.85
Hispanic Households with Income \$75,000 to \$99,999	3,530	5,562	7,794	57.56	40.13
Hispanic Households with Income \$100,000 to \$124,999	1,569	2,715	4,518	73.04	66.41
Hispanic Households with Income \$125,000 to \$149,999	632	1,179	2,491	86.55	111.28
Hispanic Households with Income \$150,000 to \$199,999	505	795	1,101	57.43	38.49
Hispanic Households with Income \$200,000 and Over	377	672	1,172	78.25	74.40

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	240,033	189,704	134,946	-20.97	-28.86
White Non-Hispanic Households with Income \$25,000 to \$49,999	319,669	269,779	207,204	-15.61	-23.19
White Non-Hispanic Households with Income \$50,000 to \$74,999	269,302	243,477	205,271	-9.59	-15.69
White Non-Hispanic Households with Income \$75,000 to \$99,999	178,185	187,775	194,827	5.38	3.76
White Non-Hispanic Households with Income \$100,000 to \$124,999	104,563	127,564	155,978	22.00	22.27
White Non-Hispanic Households with Income \$125,000 to \$149,999	50,505	76,667	114,138	51.80	48.88
White Non-Hispanic Households with Income \$150,000 to \$199,999	40,580	58,517	83,471	44.20	42.64
White Non-Hispanic Households with Income \$200,000 and Over	38,917	59,624	88,673	53.21	48.72

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+)