



The NAIS Demographic Center 2010 Local Area Reports

CBSA : Honolulu, HI

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 107,250 to 107,616 (0.34 percent) in the CBSA of **Honolulu, HI**. This number is expected to increase by 6.75 percent during the next five years, totaling 114,877 in 2015.
2. The *School Age Population* group is expected to increase in 2015. Compared to the 2000-2010 increase of 5.85 percent, the population of children *Age 0 to 17 Years* is projected to increase by 2.52 percent from 220,962 in 2010 to 226,539 in 2015.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 2.28 percent from 105,969 in 2010 to 108,390 in 2015, while the *Male Population Age 0 to 17 Years* group will increase by 0.14 percent from 114,993 in 2010 to 115,156 in 2015.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 2.13 percent from 30,833 in 2010 to 31,490 in 2015, and decrease by **-1.03** percent for boys in the same age group from 33,111 in 2010 to 32,769 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	35,199	37,249	5.82	32,035	34,656	8.18
Age 5 to 9 Years	33,111	32,769	-1.03	30,833	31,490	2.13
Age 10 to 13 Years	23,842	23,330	-2.15	22,082	21,846	-1.07
Age 14 to 17 Years	22,841	21,808	-4.52	21,019	20,398	-2.95

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 5.51 percent and 5.51 percent, respectively, between 2010 and 2015, while *Nursery or Preschool* is expected to increase by 10.09 percent from 14,312 in 2010 to 15,756 in 2015. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 11.37 percent and increase 8.93 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	14,312	15,756	10.09	7,493	8,162	8.93	6,819	7,594	11.37
Kindergarten	13,094	13,816	5.51	6,780	7,045	3.91	6,314	6,770	7.22
Grades 1 to 4	52,377	55,262	5.51	27,121	28,181	3.91	25,255	27,081	7.23
Grades 5 to 8	47,021	48,564	3.28	24,412	25,080	2.74	22,609	23,485	3.87
Grades 9 to 12	44,907	45,370	1.03	23,386	23,443	0.24	21,521	21,927	1.89

Enrollment in Private Schools

- The population enrolled in private schools increased by 3.98 percent during the years 2000-2010; and is expected to increase by 3.16 percent in 2015 from 37,320 in 2010 to 38,500 in 2015. While total public school enrollment increased 1.48 percent during the years 2000-2010, it will increase by 4.37 percent between 2010 and 2015.
- During 2000-2010, male preprimary enrollment in private schools increased by 29.60 percent and female preprimary enrollment by 24.78 percent. During 2010-2015, male preprimary enrollment in private schools is anticipated to increase by 11.63 percent from 5,101 in 2010 to 5,694 in 2015; while female preprimary enrollment is expected to increase by 14.11 percent from 4,642 in 2010 to 5,297 in 2015. Further, the anticipated changes in male and female enrollment rates for elementary and high school are **-1.26** percent and 0.85 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 20.78 percent between 2000-2010; the population of Hispanics increased by 30.21 percent; the Asian population decreased by **-4.06** percent. The Other population increased by 33.31 percent; and the White population decreased by **-6.90** percent during the years 2000-2010.
- While the White population represents 19.06 percent of the total population, it is expected to decrease from 173,610 in 2010 to 162,528 in 2015 (**-6.38** percent). All other racial/ethnic groups are predicted to vary between 2010 and 2015, especially the Hispanic population, which will increase from 76,471 in 2010 to 88,541 in 2015 (15.78 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 2,198 in 2010 to 3,309 in 2015 (50.55 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	4,341	6,223	43.35	2,962	4,626	56.18	2,198	3,309	50.55	1,122	1,677	49.47	841	1,301	54.70
Aged 5-9	4,128	5,562	34.74	2,817	4,134	46.75	2,090	2,957	41.48	1,067	1,498	40.39	800	1,163	45.38
Aged 10-13	2,965	3,910	31.87	2,023	2,906	43.65	1,501	2,079	38.51	766	1,053	37.47	574	818	42.51
Aged 14-17	2,832	3,653	28.99	1,932	2,715	40.53	1,434	1,942	35.43	732	984	34.43	548	764	39.42

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 81.45 percent, from 3,731 in 2010 to 6,770 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	794	1,126	41.81	18,674	26,805	43.54	6,513	10,226	57.01
Income \$125,000 to \$149,999	286	388	35.66	12,040	18,589	54.39	3,731	6,770	81.45
Income \$150,000 to \$199,999	94	115	22.34	9,723	15,078	55.08	2,413	3,497	44.92
Income \$200,000 and Over	63	78	23.81	7,579	12,319	62.54	1,826	2,830	54.98

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 469 in 2010 to 606 in 2015 (29.21 percent).

	HISPANIC HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	1,800	2,794	55.22
Income \$125,000 to \$149,999	831	1,292	55.48
Income \$150,000 to \$199,999	322	383	18.94
Income \$200,000 and Over	469	606	29.21

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 decreased by -5.44 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 36,542 in 2010 to 42,199 in 2015 (15.48 percent).

	HOUSEHOLDS BY HOME VALUE				
	2000	2010	2015	% Growth (2000-2010)	% Growth (2010-2015)
Less than \$250,000	66,518	26,437	25,042	-60.26	-5.28
\$250,000-\$299,999	23,652	22,365	23,399	-5.44	4.62
\$300,000-\$399,999	33,973	36,962	35,592	8.80	-3.71
\$400,000-\$499,999	15,399	36,542	42,199	137.30	15.48
\$500,000-\$749,999	11,932	35,636	34,288	198.66	-3.78
\$750,000-\$999,999	2,981	13,129	17,629	340.42	34.28
More than \$1,000,000	1,860	4,269	4,782	129.52	12.02

Population with Higher Education

14. The number of people older than 25 years of age who hold college degrees in the CBSA of **Honolulu, HI** increased 15.72 percent, from 109,254 in 2000 to 126,434 in 2010. This number is expected to increase by 6.81 percent through 2015. For people older than 25 years of age who hold graduate degrees, their numbers increased from 51,956 in 2000 to 57,669 in 2010 (11.00 percent), and it is forecasted this population will increase an additional 2.64 percent by the year 2015.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Honolulu, HI** 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: Honolulu, HI

CBSA Code: 26180

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

State Name: Hawaii

Dominant Profile: ASIAN_LANG

					% Growth	% Growth Forecast
	Description	2000	2010	2015	(2000-2010)	(2010-2015)
Total Population and Households						
	Population	876,156	910,677	938,155	3.94	3.02
	Households	286,450	311,782	322,298	8.84	3.37
Households with School Age Population						
	Households with Children Age 0 to 17 Years	107,250	107,616	114,877	0.34	6.75
	Percent of Households with Children Age 0 to 17 Years	37.44	34.52	35.64	-7.80	3.24
School Age Population						
	Population Age 0 to 17 Years	208,758	220,962	226,539	5.85	2.52
	Population Age 0 to 4 Years	56,849	67,234	71,905	18.27	6.95
	Population Age 5 to 9 Years	60,425	63,944	64,259	5.82	0.49
	Population Age 10 to 13 Years	46,059	45,924	45,177	-0.29	-1.63
	Population Age 14 to 17 Years	45,425	43,860	42,205	-3.45	-3.77
School Age Population by Gender						
	Male Population Age 0 to 17 Years	107,379	114,993	115,156	7.09	0.14
	Female Population Age 0 to 17 Years	101,379	105,969	108,390	4.53	2.28
Male School Age Population by Age						
	Male Population Age 0 to 4 Years	29,225	35,199	37,249	20.44	5.82
	Male Population Age 5 to 9 Years	30,930	33,111	32,769	7.05	-1.03
	Male Population Age 10 to 13 Years	23,744	23,842	23,330	0.41	-2.15
	Male Population Age 14 to 17 Years	23,480	22,841	21,808	-2.72	-4.52
Female School Age Population by Age						
	Female Population Age 0 to 4 Years	27,624	32,035	34,656	15.97	8.18
	Female Population Age 5 to 9 Years	29,495	30,833	31,490	4.54	2.13
	Female Population Age 10 to 13 Years	22,315	22,082	21,846	-1.04	-1.07
	Female Population Age 14 to 17 Years	21,945	21,019	20,398	-4.22	-2.95
Population in School						
	Nursery or Preschool	12,964	14,312	15,756	10.40	10.09
	Kindergarten	12,359	13,094	13,816	5.95	5.51
	Grades 1 to 4	49,438	52,377	55,262	5.94	5.51
	Grades 5 to 8	47,105	47,021	48,564	-0.18	3.28
	Grades 9 to 12	46,456	44,907	45,370	-3.33	1.03
Population in School by Gender						
	Male Enrolled in School	86,593	89,192	91,911	3.00	3.05
	Female Enrolled in School	81,729	82,519	86,857	0.97	5.26
Male Population in School by Grade						

Male Nursery or Preschool	6,665	7,493	8,162	12.42	8.93
Male Kindergarten	6,326	6,780	7,045	7.18	3.91
Male Grades 1 to 4	25,306	27,121	28,181	7.17	3.91
Male Grades 5 to 8	24,283	24,412	25,080	0.53	2.74
Male Grades 9 to 12	24,013	23,386	23,443	-2.61	0.24

Female Population in School by Grade

Female Nursery or Preschool	6,299	6,819	7,594	8.26	11.37
Female Kindergarten	6,033	6,314	6,770	4.66	7.22
Female Grades 1 to 4	24,132	25,255	27,081	4.65	7.23
Female Grades 5 to 8	22,822	22,609	23,485	-0.93	3.87
Female Grades 9 to 12	22,443	21,521	21,927	-4.11	1.89

Population in School

Education, Total Enrollment (Pop 3+)	168,322	171,711	178,768	2.01	4.11
Education, Not Enrolled in School (Pop 3+)	608,118	624,286	640,081	2.66	2.53

Population in Public vs Private School

Education, Enrolled Private Schools (Pop 3+)	35,891	37,320	38,500	3.98	3.16
Education, Enrolled Private Preprimary (Pop 3+)	7,656	9,743	10,991	27.26	12.81
Education, Enrolled Private Elementary or High School (Pop 3+)	28,235	27,577	27,509	-2.33	-0.25
Education, Enrolled Public Schools (Pop 3+)	132,431	134,391	140,268	1.48	4.37
Education, Enrolled Public Preprimary (Pop 3+)	5,308	4,569	4,765	-13.92	4.29
Education, Enrolled Public Elementary or High School (Pop 3+)	127,123	129,822	135,503	2.12	4.38

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

Male Education, Enrolled Private Schools (Pop 3+)	18,462	19,415	19,827	5.16	2.12
Male Education, Enrolled Private Preprimary (Pop 3+)	3,936	5,101	5,694	29.60	11.63
Male Education, Enrolled Private Elementary or High School (Pop 3+)	14,526	14,314	14,133	-1.46	-1.26
Male Education, Enrolled Public Schools (Pop 3+)	68,131	69,777	72,084	2.42	3.31
Male Education, Enrolled Public Preprimary (Pop 3+)	2,729	2,392	2,468	-12.35	3.18
Male Education, Enrolled Public Elementary or High School (Pop 3+)	65,402	67,385	69,616	3.03	3.31

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	17,429	17,905	18,673	2.73	4.29
Female Education, Enrolled Private Preprimary (Pop 3+)	3,720	4,642	5,297	24.78	14.11
Female Education, Enrolled Private Elementary or High School (Pop 3+)	13,709	13,263	13,376	-3.25	0.85
Female Education, Enrolled Public Schools (Pop 3+)	64,300	64,614	68,184	0.49	5.53
Female Education, Enrolled Public Preprimary (Pop 3+)	2,579	2,177	2,297	-15.59	5.51
Female Education, Enrolled Public Elementary or High School (Pop 3+)	61,721	62,437	65,887	1.16	5.53

Population by Race

White Population, Alone	186,484	173,610	162,528	-6.90	-6.38
Black Population, Alone	20,619	24,904	28,315	20.78	13.70
Asian Population, Alone	481,051	461,540	466,130	-4.06	0.99
Other Population	188,002	250,623	281,182	33.31	12.19

Population by Ethnicity

Hispanic Population	58,729	76,471	88,541	30.21	15.78
White Non-Hispanic Population	175,633	165,489	153,694	-5.78	-7.13

Population by Race As Percent of Total Population

Percent of White Population, Alone	21.28	19.06	17.32	-10.43	-9.13
Percent of Black Population, Alone	2.35	2.73	3.02	16.17	10.62
Percent of Asian Population, Alone	54.90	50.68	49.69	-7.69	-1.95
Percent of Other Population	21.46	27.52	29.97	28.24	8.90

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	6.70	8.40	9.44	25.37	12.38
Percent of White Non-Hispanic Population	20.05	18.17	16.38	-9.38	-9.85

Educational Attainment

Education Attainment, College (Pop 25+)	109,254	126,434	135,047	15.72	6.81
Education Attainment, Graduate Degree (Pop 25+)	51,956	57,669	59,193	11.00	2.64

Household Income

Household Income, Median (\$)	52,691	67,192	84,126	27.52	25.20
Household Income, Average (\$)	65,367	83,803	108,995	28.20	30.06

Households by Income

Households with Income Less than \$25,000	60,698	49,709	36,235	-18.10	-27.11
Households with Income \$25,000 to \$49,999	76,159	65,530	51,779	-13.96	-20.98
Households with Income \$50,000 to \$74,999	59,170	59,114	52,847	-0.09	-10.60
Households with Income \$75,000 to \$99,999	38,350	48,527	55,577	26.54	14.53
Households with Income \$100,000 to \$124,999	23,202	34,277	47,148	47.73	37.55
Households with Income \$125,000 to \$149,999	12,086	22,580	33,261	86.83	47.30
Households with Income \$150,000 to \$199,999	9,511	16,842	23,908	77.08	41.95
Households with Income \$200,000 and Over	7,274	15,203	21,543	109.00	41.70

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	2,927	4,341	6,223	48.31	43.35
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	3,111	4,128	5,562	32.69	34.74
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	2,371	2,965	3,910	25.05	31.87
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	2,338	2,832	3,653	21.13	28.99
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	1,513	2,962	4,626	95.77	56.18
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	1,609	2,817	4,134	75.08	46.75
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	1,226	2,023	2,906	65.01	43.65
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	1,209	1,932	2,715	59.80	40.53
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	1,215	2,198	3,309	80.91	50.55
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	1,292	2,090	2,957	61.76	41.48
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	985	1,501	2,079	52.39	38.51
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	971	1,434	1,942	47.68	35.43
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	494	1,122	1,677	127.13	49.47
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	525	1,067	1,498	103.24	40.39
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	400	766	1,053	91.50	37.47
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	395	732	984	85.32	34.43
Families with one or more children aged 0-4 and Income \$350,000 and over	368	841	1,301	128.53	54.70
Families with one or more children aged 5-9 and Income \$350,000 and over	391	800	1,163	104.60	45.38
Families with one or more children aged 10-13 and Income \$350,000 and over	298	574	818	92.62	42.51
Families with one or more children aged 14-17 and Income \$350,000 and over	294	548	764	86.39	39.42

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	66,518	26,437	25,042	-60.26	-5.28
Housing, Owner Households Valued \$250,000-\$299,999	23,652	22,365	23,399	-5.44	4.62

Housing, Owner Households Valued \$300,000-\$399,999	33,973	36,962	35,592	8.80	-3.71
Housing, Owner Households Valued \$400,000-\$499,999	15,399	36,542	42,199	137.30	15.48
Housing, Owner Households Valued \$500,000-\$749,999	11,932	35,636	34,288	198.66	-3.78
Housing, Owner Households Valued \$750,000-\$999,999	2,981	13,129	17,629	340.42	34.28
Housing, Owner Households Valued More than \$1,000,000	1,860	4,269	4,782	129.52	12.02

Households by Length of Residence

Length of Residence Less than 2 Years	16,503	79,269	87,469	380.33	10.34
Length of Residence 3 to 5 Years	24,754	118,903	131,204	380.34	10.35
Length of Residence 6 to 10 Years	73,425	84,429	88,815	14.99	5.19
Length of Residence More than 10 Years	171,768	29,181	14,810	-83.01	-49.25

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	15,536	9,382	6,183	-39.61	-34.10
White Households with Income \$25,000 to \$49,999	21,874	15,295	12,144	-30.08	-20.60
White Households with Income \$50,000 to \$74,999	15,873	13,909	12,164	-12.37	-12.55
White Households with Income \$75,000 to \$99,999	9,825	11,809	12,134	20.19	2.75
White Households with Income \$100,000 to \$124,999	6,361	8,296	8,991	30.42	8.38
White Households with Income \$125,000 to \$149,999	3,166	6,523	7,514	106.03	15.19
White Households with Income \$150,000 to \$199,999	3,024	4,612	5,218	52.51	13.14
White Households with Income \$200,000 and Over	2,917	5,735	6,316	96.61	10.13

Black Households by Income

Black Households with Income Less than \$25,000	1,478	1,158	1,036	-21.65	-10.54
Black Households with Income \$25,000 to \$49,999	2,963	2,704	2,840	-8.74	5.03
Black Households with Income \$50,000 to \$74,999	1,729	2,392	2,708	38.35	13.21
Black Households with Income \$75,000 to \$99,999	610	1,665	2,431	172.95	46.01
Black Households with Income \$100,000 to \$124,999	208	794	1,126	281.73	41.81
Black Households with Income \$125,000 to \$149,999	57	286	388	401.75	35.66
Black Households with Income \$150,000 to \$199,999	27	94	115	248.15	22.34
Black Households with Income \$200,000 and Over	19	63	78	231.58	23.81

Asian Households by Income

Asian Households with Income Less than \$25,000	32,362	25,155	17,776	-22.27	-29.33
Asian Households with Income \$25,000 to \$49,999	39,575	31,716	22,476	-19.86	-29.13
Asian Households with Income \$50,000 to \$74,999	32,672	29,794	25,140	-8.81	-15.62
Asian Households with Income \$75,000 to \$99,999	22,379	25,173	28,288	12.48	12.37
Asian Households with Income \$100,000 to \$124,999	13,727	18,674	26,805	36.04	43.54
Asian Households with Income \$125,000 to \$149,999	7,533	12,040	18,589	59.83	54.39
Asian Households with Income \$150,000 to \$199,999	5,500	9,723	15,078	76.78	55.08
Asian Households with Income \$200,000 and Over	3,685	7,579	12,319	105.67	62.54

Other Households by Income

Other Households with Income Less than \$25,000	11,322	14,014	11,240	23.78	-19.79
Other Households with Income \$25,000 to \$49,999	11,747	15,815	14,319	34.63	-9.46
Other Households with Income \$50,000 to \$74,999	8,896	13,019	12,835	46.35	-1.41
Other Households with Income \$75,000 to \$99,999	5,536	9,880	12,724	78.47	28.79
Other Households with Income \$100,000 to \$124,999	2,906	6,513	10,226	124.12	57.01
Other Households with Income \$125,000 to \$149,999	1,330	3,731	6,770	180.53	81.45
Other Households with Income \$150,000 to \$199,999	960	2,413	3,497	151.35	44.92
Other Households with Income \$200,000 and Over	653	1,826	2,830	179.63	54.98

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

Hispanic Households with Income Less than \$25,000	4,153	4,220	4,072	1.61	-3.51
Hispanic Households with Income \$25,000 to \$49,999	4,342	5,252	5,927	20.96	12.85
Hispanic Households with Income \$50,000 to \$74,999	2,846	3,847	4,365	35.17	13.47
Hispanic Households with Income \$75,000 to \$99,999	1,424	2,985	4,497	109.62	50.65
Hispanic Households with Income \$100,000 to \$124,999	581	1,800	2,794	209.81	55.22
Hispanic Households with Income \$125,000 to \$149,999	194	831	1,292	328.35	55.48
Hispanic Households with Income \$150,000 to \$199,999	210	322	383	53.33	18.94
Hispanic Households with Income \$200,000 and Over	174	469	606	169.54	29.21

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	14,513	9,382	6,183	-35.35	-34.10
White Non-Hispanic Households with Income \$25,000 to \$49,999	20,788	15,295	12,144	-26.42	-20.60
White Non-Hispanic Households with Income \$50,000 to \$74,999	15,248	13,909	12,164	-8.78	-12.55
White Non-Hispanic Households with Income \$75,000 to \$99,999	9,492	11,809	12,134	24.41	2.75
White Non-Hispanic Households with Income \$100,000 to \$124,999	6,163	8,296	8,991	34.61	8.38
White Non-Hispanic Households with Income \$125,000 to \$149,999	3,092	6,523	7,514	110.96	15.19
White Non-Hispanic Households with Income \$150,000 to \$199,999	2,937	4,612	5,218	57.03	13.14
White Non-Hispanic Households with Income \$200,000 and Over	2,833	5,735	6,316	102.44	10.13

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+)