



The NAIS Demographic Center 2012 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 – 2012. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).

Key Findings

School Age Population

- During 2010-2012, the number of households with children *Age 0 to 17 Years* shrank from 108,131 to 104,818 (-3.06 percent) in the CBSA of **Honolulu, HI**. This number is expected to decrease by -8.05 percent during the next five years, totaling 96,379 in 2017.
- The *School Age Population* group is expected to increase in 2017. Compared to the 2010-2012 increase of 3.95 percent, the population of children *Age 0 to 17 Years* is projected to increase by 9.31 percent from 218,808 in 2012 to 239,171 in 2017.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 11.89 percent from 107,433 in 2012 to 120,207 in 2017, while the *Male Population Age 0 to 17 Years* group will increase by 6.81 percent from 111,375 in 2012 to 118,964 in 2017.

Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 16.31 percent from 29,932 in 2012 to 34,814 in 2017, and increase by 11.89 percent for boys in the same age group from 31,093 in 2012 to 34,790 in 2017. The numbers for all groups are shown in the table below.

	MALE SCHOOL AGE POPULATION BY AGE			FEMALE SCHOOL AGE POPULATION BY AGE		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Age 0 to 4 Years	31,295	29,300	-6.37	29,941	29,968	0.09
Age 5 to 9 Years	31,093	34,790	11.89	29,932	34,814	16.31
Age 10 to 13 Years	24,114	26,998	11.96	23,302	27,134	16.44
Age 14 to 17 Years	24,873	27,876	12.07	24,258	28,291	16.63

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 25.31 percent and 7.04 percent, respectively, between 2012 and 2017, while *Nursery or Preschool* is expected to decrease by -19.07 percent from 12,565 in 2012 to 10,169 in 2017. When broken down by gender, the number of girls and boys attending nursery or preschool will decrease -16.31 percent and decrease -21.71 percent, respectively, during the period 2012-2017. The numbers for all groups are shown in the table below.

	POPULATION IN SCHOOL			MALE POPULATION IN SCHOOL			FEMALE POPULATION IN SCHOOL		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Nursery or Preschool	12,565	10,169	-19.07	6,421	5,027	-21.71	6,144	5,142	-16.31
Kindergarten	14,299	17,918	25.31	7,286	8,956	22.92	7,013	8,962	27.79
Grades 1 to 4	46,219	49,472	7.04	23,549	24,727	5.00	22,670	24,745	9.15
Grades 5 to 8	46,025	47,327	2.83	23,407	23,604	0.84	22,618	23,723	4.89
Grades 9 to 12	55,177	64,303	16.54	27,934	31,914	14.25	27,243	32,389	18.89

Enrollment in Private Schools

- The population enrolled in private schools increased by 5.18 percent during the years 2010-2012; and is expected to increase by 17.50 percent in 2017 from 45,221 in 2012 to 53,133 in 2017. While total public school enrollment increased 1.96 percent during the years 2010-2012, it will increase by 5.42 percent between 2012 and 2017.
- During 2010-2012, male preprimary enrollment in private schools decreased by -7.99 percent and female preprimary enrollment by -6.38 percent. During 2012-2017, male preprimary enrollment in private schools is anticipated to decrease by -22.22 percent from 4,294 in 2012 to 3,340 in 2017; while female preprimary enrollment is expected to decrease by -16.87 percent from 4,109 in 2012 to 3,416 in 2017. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 23.52 percent and 28.49 percent, respectively.

Population by Race and Ethnicity

- The African American population decreased by -6.80 percent between 2010-2012; the population of Hispanics increased by 1.13 percent; the Asian population increased by 4.13 percent; the American Indian and Alaska Native population decreased by -4.84 percent. The Other Race population decreased by -7.76 percent; and the population of Two or More Races increased by 4.96 percent; and the White population decreased by -8.04 percent during the years 2010-2012.
- While the White population represents 18.91 percent of the total population, it is expected to decrease from 182,756 in 2012 to 140,136 in 2017 (-23.32 percent). All other racial/ethnic groups are predicted to vary between 2012 and 2017, especially the Hispanic population, which will increase from 78,311 in 2012 to 80,840 in 2017 (3.23 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 2017 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 decrease from 2,427 in 2012 to 2,423 in 2017 (-0.16 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		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Aged 0-4	3,768	3,336	-11.46	2,452	2,681	9.34	2,427	2,423	-0.16	1,394	1,797	28.91	1,063	1,366	28.50
Aged 5-9	3,755	3,917	4.31	2,443	3,148	28.86	2,419	2,846	17.65	1,389	2,110	51.91	1,059	1,604	51.46
Aged 10-13	2,918	3,047	4.42	1,898	2,448	28.98	1,879	2,213	17.78	1,079	1,641	52.09	823	1,247	51.52

Aged 14-17	3,023	3,161	4.57	1,967	2,540	29.13	1,947	2,296	17.93	1,118	1,703	52.33	853	1,294	51.70
------------	-------	-------	------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-----	-------	-------

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 2012 and 2017, as shown in the table below. In particular, *the Other Race Households with Income \$125,000 and \$149,999* are projected to increase by 99.32 percent, from 147 in 2012 to 293 in 2017.

	BLACK HOUSEHOLDS			ASIAN HOUSEHOLDS			AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS			OTHER RACE HOUSEHOLDS			TWO OR MORE RACES HOUSEHOLDS		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Income \$100,000 to \$124,999	824	637	-22.69	16,668	23,812	42.86	136	196	44.12	424	351	-17.22	6,266	6,814	1,507.08
Income \$125,000 to \$149,999	591	466	-21.15	8,218	16,808	104.53	55	123	123.64	147	293	99.32	4,988	6,637	33.06
Income \$150,000 to \$199,999	401	327	-18.45	8,062	10,779	33.70	22	54	145.45	245	127	-48.16	5,198	7,431	42.96
Income \$200,000 and Over	115	105	-8.70	6,700	13,590	102.84	8	30	275.00	142	295	107.75	6,327	10,289	62.62

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 decrease from 950 in 2012 to 898 in 2017 (-5.47 percent).

	HISPANIC HOUSEHOLDS		
	2012	2017	% Growth (2012-2017)
Income \$100,000 to \$124,999	2,079	2,204	6.01
Income \$125,000 to \$149,999	1,463	1,563	6.84
Income \$150,000 to \$199,999	1,369	1,258	-8.11
Income \$200,000 and Over	950	898	-5.47

13. The number of *Households by Home Value* also shifted between 2010 and 2012. In particular, the number of households with homes valued between \$250,000 and \$299,999 increased by 9.31 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 22,366 in 2012 to 21,599 in 2017 (-3.43 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2012	2017	% Growth (2010-2012)	% Growth (2012-2017)
Less than \$250,000	16,651	16,475	16,114	-1.06	-2.19
\$250,000-\$299,999	8,528	9,322	11,932	9.31	28.00
\$300,000-\$399,999	22,249	22,645	23,339	1.78	3.06
\$400,000-\$499,999	22,505	22,366	21,599	-0.62	-3.43
\$500,000-\$749,999	61,496	67,122	85,256	9.15	27.02
\$750,000-\$999,999	26,885	28,893	35,382	7.47	22.46
More than \$1,000,000	16,073	17,194	20,832	6.97	21.16

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Honolulu, HI** increased 2.64 percent, from 135,523 in 2010 to 139,106 in 2012. This number is expected to increase by 6.81 percent through 2017. For people older than 25 years of age who hold graduate degrees, their numbers increased from 71,128 in 2010 to 72,264 in 2012 (1.60 percent), and it is forecasted this population will increase an additional 4.19 percent by the year 2017.

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)? ^[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](#), 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](#) 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](#).
 - ✓ [Admission and Marketing Tools](#) (brochures, ad templates, video clips, etc).
 - ✓ [Communications Handbook](#) (Independent School Advocacy Initiative).
 - ✓ [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, 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, Financially Sustainable Schools – Leadership Series: No. 12](#)
 - ✓ [Enrollment and Marketing Considerations in a Tight Financial Market](#)

^[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/Series/Pages/NAIS-2006-Non-Tuition-Revenue-Study.aspx>.

^[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 - 2012

CBSA Name: Honolulu, HI

CBSA Code: 26180

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

State Name: Hawaii

Dominant Profile: ASIAN_LANG

Description	2010	2012	2017	% Growth (2010-2012)	% Growth Forecast (2012-2017)
Total Population and Households					
Population	953,207	966,599	998,237	1.40	3.27
Households	311,047	315,052	331,191	1.29	5.12
Households with School Age Population					
Households with Children Age 0 to 17 Years	108,131	104,818	96,379	-3.06	-8.05
Percent of Households with Children Age 0 to 17 Years	34.76	33.27	29.10	-4.29	-12.53
School Age Population					
Population Age 0 to 17 Years	210,500	218,808	239,171	3.95	9.31
Population Age 0 to 4 Years	61,261	61,236	59,268	-0.04	-3.21
Population Age 5 to 9 Years	57,818	61,025	69,604	5.55	14.06
Population Age 10 to 13 Years	44,918	47,417	54,133	5.56	14.16
Population Age 14 to 17 Years	46,503	49,130	56,166	5.65	14.32
School Age Population by Gender					
Male Population Age 0 to 17 Years	107,967	111,375	118,964	3.16	6.81
Female Population Age 0 to 17 Years	102,533	107,433	120,207	4.78	11.89
Male School Age Population by Age					
Male Population Age 0 to 4 Years	31,571	31,295	29,300	-0.87	-6.37
Male Population Age 5 to 9 Years	29,666	31,093	34,790	4.81	11.89
Male Population Age 10 to 13 Years	23,017	24,114	26,998	4.77	11.96
Male Population Age 14 to 17 Years	23,713	24,873	27,876	4.89	12.07
Female School Age Population by Age					
Female Population Age 0 to 4 Years	29,690	29,941	29,968	0.85	0.09
Female Population Age 5 to 9 Years	28,152	29,932	34,814	6.32	16.31
Female Population Age 10 to 13 Years	21,901	23,302	27,134	6.40	16.44
Female Population Age 14 to 17 Years	22,790	24,258	28,291	6.44	16.63
Population in School					
Nursery or Preschool	13,526	12,565	10,169	-7.10	-19.07
Kindergarten	13,171	14,299	17,918	8.56	25.31
Grades 1 to 4	45,008	46,219	49,472	2.69	7.04
Grades 5 to 8	45,632	46,025	47,327	0.86	2.83
Grades 9 to 12	52,238	55,177	64,303	5.63	16.54
Population in School by Gender					
Male Enrolled in School	86,842	88,597	94,229	2.02	6.36
Female Enrolled in School	82,733	85,688	94,960	3.57	10.82
Male Population in School by Grade					
Male Nursery or Preschool	6,971	6,421	5,027	-7.89	-21.71
Male Kindergarten	6,758	7,286	8,956	7.81	22.92
Male Grades 1 to 4	23,093	23,549	24,727	1.97	5.00
Male Grades 5 to 8	23,383	23,407	23,604	0.10	0.84
Male Grades 9 to 12	26,637	27,934	31,914	4.87	14.25
Female Population in School by Grade					
Female Nursery or Preschool	6,555	6,144	5,142	-6.27	-16.31
Female Kindergarten	6,413	7,013	8,962	9.36	27.79
Female Grades 1 to 4	21,915	22,670	24,745	3.45	9.15
Female Grades 5 to 8	22,249	22,618	23,723	1.66	4.89
Female Grades 9 to 12	25,601	27,243	32,389	6.41	18.89
Population in School					
Education, Total Enrollment (Pop 3+)	169,575	174,285	189,189	2.78	8.55
Education, Not Enrolled in School (Pop 3+)	670,558	676,034	683,060	0.82	1.04
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	42,995	45,221	53,133	5.18	17.50
Education, Enrolled Private Preprimary (Pop 3+)	9,056	8,403	6,756	-7.21	-19.60
Education, Enrolled Private Elementary or High School (Pop 3+)	33,939	36,818	46,377	8.48	25.96
Education, Enrolled Public Schools (Pop 3+)	126,580	129,064	136,056	1.96	5.42
Education, Enrolled Public Preprimary (Pop 3+)	4,470	4,162	3,413	-6.89	-18.00
Education, Enrolled Public Elementary or High School (Pop 3+)	122,110	124,902	132,643	2.29	6.20
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	22,035	22,999	26,444	4.37	14.98
Male Education, Enrolled Private Preprimary (Pop 3+)	4,667	4,294	3,340	-7.99	-22.22
Male Education, Enrolled Private Elementary or High School (Pop 3+)	17,368	18,705	23,104	7.70	23.52
Male Education, Enrolled Public Schools (Pop 3+)	64,807	65,597	67,785	1.22	3.34
Male Education, Enrolled Public Preprimary (Pop 3+)	2,304	2,127	1,687	-7.68	-20.69
Male Education, Enrolled Public Elementary or High School (Pop 3+)	62,503	63,470	66,098	1.55	4.14
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	20,960	22,222	26,689	6.02	20.10
Female Education, Enrolled Private Preprimary (Pop 3+)	4,389	4,109	3,416	-6.38	-16.87
Female Education, Enrolled Private Elementary or High School (Pop 3+)	16,571	18,113	23,273	9.31	28.49
Female Education, Enrolled Public Schools (Pop 3+)	61,773	63,467	68,271	2.74	7.57
Female Education, Enrolled Public Preprimary (Pop 3+)	2,166	2,035	1,726	-6.05	-15.18
Female Education, Enrolled Public Elementary or High School (Pop 3+)	59,607	61,432	66,545	3.06	8.32
Population by Race					
White Population, Alone	198,732	182,756	140,136	-8.04	-23.32
Black Population, Alone	19,256	17,947	14,225	-6.80	-20.74
Asian Population, Alone	509,288	530,318	584,008	4.13	10.12

American Indian and Alaska Native Population, Alone	2,438	2,320	1,792	-4.84	-22.76
Other Race Population, Alone	10,457	9,646	7,405	-7.76	-23.23
Two or More Races Population	213,036	223,612	250,671	4.96	12.10

Population by Ethnicity

Hispanic Population	77,433	78,311	80,840	1.13	3.23
White Non-Hispanic Population	181,684	167,074	128,104	-8.04	-23.32

Population by Race As Percent of Total Population

Percent of White Population, Alone	20.85	18.91	14.04	-9.30	-25.75
Percent of Black Population, Alone	2.02	1.86	1.43	-7.92	-23.12
Percent of Asian Population, Alone	53.43	54.86	58.50	2.68	6.64
Percent of American Indian and Alaska Native Population, Alone	0.26	0.24	0.18	-7.69	-25.00
Percent of Other Race Population, Alone	1.10	1.00	0.74	-9.09	-26.00
Percent of Two or More Races Population, Alone	22.35	23.13	25.11	3.49	8.56

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	8.12	8.10	8.10	-0.25	0.00
Percent of White Non-Hispanic Population	19.06	17.28	12.83	-9.34	-25.75

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	135,523	139,106	148,577	2.64	6.81
Education Attainment, Master's Degree (Pop 25+)	45,574	46,116	47,492	1.19	2.98
Education Attainment, Professional Degree (Pop 25+)	16,770	17,232	18,466	2.75	7.16
Education Attainment, Doctorate Degree (Pop 25+)	8,784	8,916	9,337	1.50	4.72

Household Income

Household Income, Median (\$)	66,758	68,815	82,447	3.08	19.81
Household Income, Average (\$)	87,472	90,596	110,899	3.57	22.41

Households by Income

Households with Income Less than \$25,000	52,409	51,400	44,244	-1.93	-13.92
Households with Income \$25,000 to \$49,999	64,051	62,745	54,543	-2.04	-13.07
Households with Income \$50,000 to \$74,999	58,276	57,643	52,721	-1.09	-8.54
Households with Income \$75,000 to \$99,999	47,383	47,441	47,292	0.12	-0.31
Households with Income \$100,000 to \$124,999	32,518	33,671	40,135	3.55	19.20
Households with Income \$125,000 to \$149,999	18,847	20,720	31,089	9.94	50.04
Households with Income \$150,000 to \$199,999	19,363	20,640	26,436	6.60	28.08
Households with Income \$200,000 and Over	18,200	20,792	34,731	14.24	67.04

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	3,950	3,768	3,336	-4.61	-11.46
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	3,728	3,755	3,917	0.72	4.31
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	2,896	2,918	3,047	0.76	4.42
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	2,998	3,023	3,161	0.83	4.57
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	2,433	2,452	2,681	0.78	9.34
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	2,296	2,443	3,148	6.40	28.86
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	1,784	1,898	2,448	6.39	28.98
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	1,847	1,967	2,540	6.50	29.13
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	2,482	2,427	2,423	-2.22	-0.16
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	2,342	2,419	2,846	3.29	17.65
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	1,820	1,879	2,213	3.24	17.78
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	1,884	1,947	2,296	3.34	17.93
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	1,327	1,394	1,797	5.05	28.91
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	1,252	1,389	2,110	10.94	51.91
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	973	1,079	1,641	10.89	52.09
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	1,007	1,118	1,703	11.02	52.33
Families with one or more children aged 0-4 and Income \$350,000 and over	1,005	1,063	1,366	5.77	28.50
Families with one or more children aged 5-9 and Income \$350,000 and over	948	1,059	1,604	11.71	51.46
Families with one or more children aged 10-13 and Income \$350,000 and over	737	823	1,247	11.67	51.52
Families with one or more children aged 14-17 and Income \$350,000 and over	763	853	1,294	11.80	51.70

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	16,651	16,475	16,114	-1.06	-2.19
Housing, Owner Households Valued \$250,000-\$299,999	8,528	9,322	11,932	9.31	28.00
Housing, Owner Households Valued \$300,000-\$399,999	22,249	22,645	23,339	1.78	3.06
Housing, Owner Households Valued \$400,000-\$499,999	22,505	22,366	21,599	-0.62	-3.43
Housing, Owner Households Valued \$500,000-\$749,999	61,496	67,122	85,256	9.15	27.02
Housing, Owner Households Valued \$750,000-\$999,999	26,885	28,893	35,382	7.47	22.46
Housing, Owner Households Valued More than \$1,000,000	16,073	17,194	20,832	6.97	21.16

Households by Length of Residence

Length of Residence Less than 2 Years	39,180	41,234	47,334	5.24	14.79
Length of Residence 3 to 5 Years	58,770	61,852	71,001	5.24	14.79
Length of Residence 6 to 10 Years	100,283	97,301	91,177	-2.97	-6.29
Length of Residence More than 10 Years	112,814	114,665	121,679	1.64	6.12

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

White Households with Income Less than \$25,000	10,627	10,012	6,779	-5.79	-32.29
White Households with Income \$25,000 to \$49,999	14,937	14,009	8,933	-6.21	-36.23
White Households with Income \$50,000 to \$74,999	14,903	13,927	9,805	-6.55	-29.60
White Households with Income \$75,000 to \$99,999	13,229	12,387	9,292	-6.36	-24.99
White Households with Income \$100,000 to \$124,999	9,915	9,353	8,325	-5.67	-10.99
White Households with Income \$125,000 to \$149,999	7,070	6,721	6,762	-4.94	0.61
White Households with Income \$150,000 to \$199,999	7,033	6,712	7,718	-4.56	14.99
White Households with Income \$200,000 and Over	7,830	7,500	10,422	-4.21	38.96

Black Households by Income

Black Households with Income Less than \$25,000	777	718	570	-7.59	-20.61
Black Households with Income \$25,000 to \$49,999	1,667	1,468	1,162	-11.94	-20.84
Black Households with Income \$50,000 to \$74,999	1,615	1,467	1,127	-9.16	-23.18
Black Households with Income \$75,000 to \$99,999	1,294	1,170	896	-9.58	-23.42
Black Households with Income \$100,000 to \$124,999	875	824	637	-5.83	-22.69
Black Households with Income \$125,000 to \$149,999	600	591	466	-1.50	-21.15
Black Households with Income \$150,000 to \$199,999	352	401	327	13.92	-18.45

Black Households with Income \$200,000 and Over	81	115	105	41.98	-8.70
---	----	-----	-----	-------	-------

Asian Households by Income

Asian Households with Income Less than \$25,000	34,308	34,220	30,959	-0.26	-9.53
Asian Households with Income \$25,000 to \$49,999	39,214	39,327	37,000	0.29	-5.92
Asian Households with Income \$50,000 to \$74,999	33,306	33,993	34,068	2.06	0.22
Asian Households with Income \$75,000 to \$99,999	24,913	26,027	29,652	4.47	13.93
Asian Households with Income \$100,000 to \$124,999	15,052	16,668	23,812	10.74	42.86
Asian Households with Income \$125,000 to \$149,999	6,507	8,218	16,808	26.29	104.53
Asian Households with Income \$150,000 to \$199,999	7,371	8,062	10,779	9.37	33.70
Asian Households with Income \$200,000 and Over	5,332	6,700	13,590	25.66	102.84

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	100	96	57	-4.00	-40.63
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	73	71	43	-2.74	-39.44
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	216	216	55	0.00	-74.54
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	291	278	107	-4.47	-61.51
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	137	136	196	-0.73	44.12
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	55	55	123	0.00	123.64
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	22	22	54	0.00	145.45
American Indian and Alaska Native Households with Income \$200,000 and Over	8	8	30	0.00	275.00

Other Race Households by Income

Other Race Households with Income Less than \$25,000	382	358	265	-6.28	-25.98
Other Race Households with Income \$25,000 to \$49,999	639	613	444	-4.07	-27.57
Other Race Households with Income \$50,000 to \$74,999	726	690	452	-4.96	-34.49
Other Race Households with Income \$75,000 to \$99,999	674	630	263	-6.53	-58.25
Other Race Households with Income \$100,000 to \$124,999	431	424	351	-1.62	-17.22
Other Race Households with Income \$125,000 to \$149,999	154	147	293	-4.55	99.32
Other Race Households with Income \$150,000 to \$199,999	303	245	127	-19.14	-48.16
Other Race Households with Income \$200,000 and Over	151	142	295	-5.96	107.75

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	6,215	5,996	5,614	-3.52	-6.37
Two or More Races Households with Income \$25,000 to \$49,999	7,521	7,257	6,961	-3.51	-4.08
Two or More Races Households with Income \$50,000 to \$74,999	7,510	7,350	7,214	-2.13	-1.85
Two or More Races Households with Income \$75,000 to \$99,999	6,982	6,949	7,082	-0.47	1.91
Two or More Races Households with Income \$100,000 to \$124,999	6,108	6,266	6,814	2.59	8.75
Two or More Races Households with Income \$125,000 to \$149,999	4,461	4,988	6,637	11.81	33.06
Two or More Races Households with Income \$150,000 to \$199,999	4,282	5,198	7,431	21.39	42.96
Two or More Races Households with Income \$200,000 and Over	4,798	6,327	10,289	31.87	62.62

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

Hispanic Households with Income Less than \$25,000	3,469	3,141	3,741	-9.46	19.10
Hispanic Households with Income \$25,000 to \$49,999	4,582	4,176	5,049	-8.86	20.91
Hispanic Households with Income \$50,000 to \$74,999	3,455	3,529	4,031	2.14	14.22
Hispanic Households with Income \$75,000 to \$99,999	2,971	2,987	3,430	0.54	14.83
Hispanic Households with Income \$100,000 to \$124,999	1,727	2,079	2,204	20.38	6.01
Hispanic Households with Income \$125,000 to \$149,999	1,283	1,463	1,563	14.03	6.84
Hispanic Households with Income \$150,000 to \$199,999	774	1,369	1,258	76.87	-8.11
Hispanic Households with Income \$200,000 and Over	622	950	898	52.73	-5.47

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	9,794	9,048	5,965	-7.62	-34.07
White Non-Hispanic Households with Income \$25,000 to \$49,999	14,004	12,775	7,837	-8.78	-38.65
White Non-Hispanic Households with Income \$50,000 to \$74,999	14,070	12,898	8,847	-8.33	-31.41
White Non-Hispanic Households with Income \$75,000 to \$99,999	12,375	11,432	8,478	-7.62	-25.84
White Non-Hispanic Households with Income \$100,000 to \$124,999	9,213	8,712	7,721	-5.44	-11.38
White Non-Hispanic Households with Income \$125,000 to \$149,999	6,562	6,315	6,293	-3.76	-0.35
White Non-Hispanic Households with Income \$150,000 to \$199,999	6,572	6,389	7,293	-2.78	14.15
White Non-Hispanic Households with Income \$200,000 and Over	7,270	7,198	10,012	-0.99	39.09

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. Consumer Expenditure data are derived from the Bureau of Labor Statistics.

All estimates are as of 1/1/2012 unless otherwise stated.

National Association of Independent Schools
1129 20th St. N.W., Suite 800, Washington, DC 20036-3425
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:

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+)