



The NAIS Demographic Center 2010 Local Area Reports

CBSA : Houston-Sugar Land-Baytown, TX

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

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

Key Findings

School Age Population

1. During 2000-2010, the number of households with children *Age 0 to 17 Years* grew from 701,099 to 808,988 (15.39 percent) in the CBSA of **Houston-Sugar Land-Baytown, TX**. This number is expected to increase by 15.02 percent during the next five years, totaling 930,473 in 2015.
2. The *School Age Population* group is expected to increase in 2015. Compared to the 2000-2010 increase of 26.96 percent, the population of children *Age 0 to 17 Years* is projected to increase by 10.74 percent from 1,736,743 in 2010 to 1,923,277 in 2015.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 10.02 percent from 837,376 in 2010 to 921,254 in 2015, while the *Male Population Age 0 to 17 Years* group will increase by 10.33 percent from 896,787 in 2010 to 989,447 in 2015.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 8.77 percent from 245,300 in 2010 to 266,806 in 2015, and increase by 9.24 percent for boys in the same age group from 263,586 in 2010 to 287,934 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	262,275	304,613	16.14	245,060	283,853	15.83
Age 5 to 9 Years	263,586	287,934	9.24	245,300	266,806	8.77
Age 10 to 13 Years	180,576	191,183	5.87	170,054	179,472	5.54
Age 14 to 17 Years	190,350	205,717	8.07	176,962	191,123	8.00

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 13.72 percent and 13.72 percent, respectively, between 2010 and 2015, while *Nursery or Preschool* is expected to increase by 19.04 percent from 119,613 in 2010 to 142,392 in 2015. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 18.88 percent and increase 19.20 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	119,613	142,392	19.04	61,836	73,708	19.20	57,777	68,684	18.88
Kindergarten	102,972	117,104	13.72	53,336	60,782	13.96	49,636	56,322	13.47
Grades 1 to 4	411,890	468,414	13.72	213,345	243,127	13.96	198,545	225,287	13.47
Grades 5 to 8	354,747	391,220	10.28	182,697	201,790	10.45	172,051	189,429	10.10
Grades 9 to 12	371,626	418,857	12.71	192,585	217,130	12.75	179,041	201,727	12.67

Enrollment in Private Schools

- The population enrolled in private schools increased by 36.48 percent during the years 2000-2010; and is expected to increase by 16.29 percent in 2015 from 164,286 in 2010 to 191,055 in 2015. While total public school enrollment increased 21.92 percent during the years 2000-2010, it will increase by 12.57 percent between 2010 and 2015.
- During 2000-2010, male preprimary enrollment in private schools increased by 62.76 percent and female preprimary enrollment by 59.43 percent. During 2010-2015, male preprimary enrollment in private schools is anticipated to increase by 24.53 percent from 37,735 in 2010 to 46,993 in 2015; while female preprimary enrollment is expected to increase by 24.20 percent from 35,259 in 2010 to 43,791 in 2015. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 9.99 percent and 9.67 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 21.62 percent between 2000-2010; the population of Hispanics increased by 48.07 percent; the Asian population increased by 54.24 percent. The Other ^[1] population increased by 43.75 percent; and the White population increased by 20.46 percent during the years 2000-2010.
- While the White population represents 60.04 percent of the total population, it is expected to increase from 3,565,066 in 2010 to 3,843,295 in 2015 (7.80 percent). All other racial/ethnic groups are predicted to vary between 2010 and 2015, especially the Hispanic population, which will increase from 2,004,120 in 2010 to 2,336,013 in 2015 (16.56 percent).

Numbers of Affluent Families

- The number of families with school-age children and incomes of at least \$100,000 per year is predicted to change through 2015 as shown in the table below. In particular, *Families with one or more children aged 0-4 and Income \$150,000 and \$199,999* is expected to increase from 15,010 in 2010 to 22,317 in 2015 (48.68 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	28,671	41,030	43.11	20,336	31,066	52.76	15,010	22,317	48.68	10,192	15,334	50.45	7,802	12,109	55.20
Aged 5-9	28,758	38,678	34.49	20,398	29,285	43.57	15,056	21,038	39.73	10,223	14,455	41.40	7,826	11,415	45.86
Aged 10-13	19,815	25,843	30.42	14,055	19,567	39.22	10,373	14,057	35.52	7,044	9,658	37.11	5,392	7,627	41.45

Aged 14- 17	20,758	27,669	33.29	14,723	20,949	42.29	10,867	15,050	38.49	7,379	10,340	40.13	5,649	8,166	44.56
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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 84.00 percent, from 7,346 in 2010 to 13,517 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	26,143	38,183	46.05	12,370	19,852	60.49	15,699	30,399	93.64
Income \$125,000 to \$149,999	13,671	20,225	47.94	8,899	14,895	67.38	7,346	13,517	84.00
Income \$150,000 to \$199,999	6,424	9,484	47.63	6,903	12,472	80.68	4,575	6,254	36.70
Income \$200,000 and Over	6,059	8,391	38.49	6,177	10,978	77.72	4,461	7,113	59.45

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 10,695 in 2010 to 15,384 in 2015 (43.84 percent).

	HISPANIC HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	34,851	57,634	65.37
Income \$125,000 to \$149,999	17,058	28,320	66.02
Income \$150,000 to \$199,999	9,125	13,621	49.27
Income \$200,000 and Over	10,695	15,384	43.84

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 223.80 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 55,938 in 2010 to 81,359 in 2015 (45.44 percent).

	HOUSEHOLDS BY HOME VALUE				
	2000	2010	2015	% Growth (2000-2010)	% Growth (2010-2015)
Less than \$250,000	935,178	1,013,199	1,097,124	8.34	8.28
\$250,000-\$299,999	24,517	79,387	110,971	223.80	39.78
\$300,000-\$399,999	22,826	75,481	90,973	230.68	20.52
\$400,000-\$499,999	10,385	55,938	81,359	438.64	45.44
\$500,000-\$749,999	9,987	56,617	65,826	466.91	16.27
\$750,000-\$999,999	3,662	27,615	42,082	654.10	52.39
More than \$1,000,000	3,792	17,855	23,635	370.86	32.37

Population with Higher Education

14. The number of people older than 25 years of age who hold college degrees in the CBSA of **Houston-Sugar Land-Baytown, TX** increased 42.78 percent, from 508,876 in 2000 to 726,579 in 2010. This number is expected to increase by 18.03 percent through 2015. For people older than 25 years of age who hold graduate degrees, their numbers increased from 250,775 in 2000 to 350,530 in 2010 (39.78 percent), and it is forecasted this population will increase an additional 14.70 percent by the year 2015.

Strategic Considerations for Schools

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

General Considerations

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

Responding to School-Age Population Changes

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

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

Responding to Racial/Ethnic Changes

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

Responding to Household Income Changes

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

Financial Considerations

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

CBSA Code: 26420

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

State Name: Texas

Dominant Profile: ASIAN_LANG

Description	2000	2010	2015	% Growth (2000-2010)	% Growth Forecast (2010-2015)
Total Population and Households					
Population	4,715,407	5,937,339	6,643,697	25.91	11.90
Households	1,656,799	2,084,052	2,341,509	25.79	12.35
Households with School Age Population					
Households with Children Age 0 to 17 Years	701,099	808,988	930,473	15.39	15.02
Percent of Households with Children Age 0 to 17 Years	42.32	38.82	39.74	-8.27	2.37
School Age Population					
Population Age 0 to 17 Years	1,367,993	1,736,743	1,923,277	26.96	10.74
Population Age 0 to 4 Years	379,530	507,335	588,466	33.67	15.99
Population Age 5 to 9 Years	389,048	508,886	554,740	30.80	9.01
Population Age 10 to 13 Years	301,935	350,630	370,655	16.13	5.71
Population Age 14 to 17 Years	297,480	367,312	396,840	23.47	8.04
School Age Population by Gender					
Male Population Age 0 to 17 Years	700,837	896,787	989,447	27.96	10.33
Female Population Age 0 to 17 Years	667,156	837,376	921,254	25.51	10.02
Male School Age Population by Age					
Male Population Age 0 to 4 Years	194,235	262,275	304,613	35.03	16.14
Male Population Age 5 to 9 Years	198,846	263,586	287,934	32.56	9.24
Male Population Age 10 to 13 Years	154,675	180,576	191,183	16.75	5.87
Male Population Age 14 to 17 Years	153,081	190,350	205,717	24.35	8.07
Female School Age Population by Age					
Female Population Age 0 to 4 Years	185,295	245,060	283,853	32.25	15.83
Female Population Age 5 to 9 Years	190,202	245,300	266,806	28.97	8.77
Female Population Age 10 to 13 Years	147,260	170,054	179,472	15.48	5.54
Female Population Age 14 to 17 Years	144,399	176,962	191,123	22.55	8.00
Population in School					
Nursery or Preschool	91,941	119,613	142,392	30.10	19.04
Kindergarten	79,497	102,972	117,104	29.53	13.72
Grades 1 to 4	317,987	411,890	468,414	29.53	13.72
Grades 5 to 8	308,482	354,747	391,220	15.00	10.28
Grades 9 to 12	303,930	371,626	418,857	22.27	12.71
Population in School by Gender					
Male Enrolled in School	564,641	703,800	796,537	24.65	13.18
Female Enrolled in School	537,197	657,049	741,449	22.31	12.85
Male Population in School by Grade					

Male Nursery or Preschool	47,053	61,836	73,708	31.42	19.20
Male Kindergarten	40,632	53,336	60,782	31.27	13.96
Male Grades 1 to 4	162,526	213,345	243,127	31.27	13.96
Male Grades 5 to 8	158,029	182,697	201,790	15.61	10.45
Male Grades 9 to 12	156,400	192,585	217,130	23.14	12.75

Female Population in School by Grade

Female Nursery or Preschool	44,888	57,777	68,684	28.71	18.88
Female Kindergarten	38,865	49,636	56,322	27.71	13.47
Female Grades 1 to 4	155,461	198,545	225,287	27.71	13.47
Female Grades 5 to 8	150,453	172,051	189,429	14.36	10.10
Female Grades 9 to 12	147,530	179,041	201,727	21.36	12.67

Population in School

Education, Total Enrollment (Pop 3+)	1,101,838	1,360,849	1,537,986	23.51	13.02
Education, Not Enrolled in School (Pop 3+)	3,135,599	3,926,174	4,374,372	25.21	11.42

Population in Public vs Private School

Education, Enrolled Private Schools (Pop 3+)	120,371	164,286	191,055	36.48	16.29
Education, Enrolled Private Preprimary (Pop 3+)	45,300	72,994	90,784	61.13	24.37
Education, Enrolled Private Elementary or High School (Pop 3+)	75,071	91,292	100,271	21.61	9.84
Education, Enrolled Public Schools (Pop 3+)	981,467	1,196,563	1,346,931	21.92	12.57
Education, Enrolled Public Preprimary (Pop 3+)	46,641	46,619	51,608	-0.05	10.70
Education, Enrolled Public Elementary or High School (Pop 3+)	934,826	1,149,944	1,295,323	23.01	12.64

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

Male Education, Enrolled Private Schools (Pop 3+)	61,659	84,951	98,927	37.78	16.45
Male Education, Enrolled Private Preprimary (Pop 3+)	23,184	37,735	46,993	62.76	24.53
Male Education, Enrolled Private Elementary or High School (Pop 3+)	38,475	47,216	51,934	22.72	9.99
Male Education, Enrolled Public Schools (Pop 3+)	502,982	618,848	697,610	23.04	12.73
Male Education, Enrolled Public Preprimary (Pop 3+)	23,870	24,100	26,714	0.96	10.85
Male Education, Enrolled Public Elementary or High School (Pop 3+)	479,112	594,748	670,895	24.14	12.80

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	58,712	79,335	92,128	35.13	16.13
Female Education, Enrolled Private Preprimary (Pop 3+)	22,116	35,259	43,791	59.43	24.20
Female Education, Enrolled Private Elementary or High School (Pop 3+)	36,596	44,076	48,337	20.44	9.67
Female Education, Enrolled Public Schools (Pop 3+)	478,485	577,715	649,321	20.74	12.39
Female Education, Enrolled Public Preprimary (Pop 3+)	22,771	22,519	24,894	-1.11	10.55
Female Education, Enrolled Public Elementary or High School (Pop 3+)	455,714	555,196	624,428	21.83	12.47

Population by Race

White Population, Alone	2,959,579	3,565,066	3,843,295	20.46	7.80
Black Population, Alone	794,811	966,615	1,105,534	21.62	14.37
Asian Population, Alone	230,901	356,145	424,286	54.24	19.13
Other Population	730,116	1,049,513	1,270,582	43.75	21.06

Population by Ethnicity

Hispanic Population	1,353,477	2,004,120	2,336,013	48.07	16.56
White Non-Hispanic Population	2,274,829	2,786,190	3,019,467	22.48	8.37

Population by Race As Percent of Total Population

Percent of White Population, Alone	62.76	60.04	57.85	-4.33	-3.65
Percent of Black Population, Alone	16.86	16.28	16.64	-3.44	2.21
Percent of Asian Population, Alone	4.90	6.00	6.39	22.45	6.50
Percent of Other Population	15.48	17.68	19.12	14.21	8.14

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	28.70	33.75	35.16	17.60	4.18
Percent of White Non-Hispanic Population	48.24	46.93	45.45	-2.72	-3.15

Educational Attainment

Education Attainment, College (Pop 25+)	508,876	726,579	857,583	42.78	18.03
Education Attainment, Graduate Degree (Pop 25+)	250,775	350,530	402,058	39.78	14.70

Household Income

Household Income, Median (\$)	45,330	65,395	78,108	44.26	19.44
Household Income, Average (\$)	61,059	87,941	111,074	44.03	26.31

Households by Income

Households with Income Less than \$25,000	435,280	361,528	306,571	-16.94	-15.20
Households with Income \$25,000 to \$49,999	475,633	451,810	426,976	-5.01	-5.50
Households with Income \$50,000 to \$74,999	313,642	371,357	389,520	18.40	4.89
Households with Income \$75,000 to \$99,999	183,212	303,760	383,614	65.80	26.29
Households with Income \$100,000 to \$124,999	104,345	212,119	288,869	103.29	36.18
Households with Income \$125,000 to \$149,999	51,474	147,942	213,314	187.41	44.19
Households with Income \$150,000 to \$199,999	46,597	106,643	148,687	128.86	39.42
Households with Income \$200,000 and Over	46,616	128,893	183,958	176.50	42.72

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	14,809	28,671	41,030	93.61	43.11
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	15,180	28,758	38,678	89.45	34.49
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	11,781	19,815	25,843	68.19	30.42
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	11,607	20,758	27,669	78.84	33.29
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	7,405	20,336	31,066	174.63	52.76
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	7,591	20,398	29,285	168.71	43.57
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	5,891	14,055	19,567	138.58	39.22
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	5,804	14,723	20,949	153.67	42.29
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	6,721	15,010	22,317	123.33	48.68
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	6,890	15,056	21,038	118.52	39.73
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	5,347	10,373	14,057	94.00	35.52
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	5,268	10,867	15,050	106.28	38.49
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	3,779	10,192	15,334	169.70	50.45
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	3,874	10,223	14,455	163.89	41.40
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	3,006	7,044	9,658	134.33	37.11
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	2,962	7,379	10,340	149.12	40.13
Families with one or more children aged 0-4 and Income \$350,000 and over	2,853	7,802	12,109	173.47	55.20
Families with one or more children aged 5-9 and Income \$350,000 and over	2,924	7,826	11,415	167.65	45.86
Families with one or more children aged 10-13 and Income \$350,000 and over	2,270	5,392	7,627	137.53	41.45
Families with one or more children aged 14-17 and Income \$350,000 and over	2,236	5,649	8,166	152.64	44.56

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	935,178	1,013,199	1,097,124	8.34	8.28
Housing, Owner Households Valued \$250,000-\$299,999	24,517	79,387	110,971	223.80	39.78

Housing, Owner Households Valued \$300,000-\$399,999	22,826	75,481	90,973	230.68	20.52
Housing, Owner Households Valued \$400,000-\$499,999	10,385	55,938	81,359	438.64	45.44
Housing, Owner Households Valued \$500,000-\$749,999	9,987	56,617	65,826	466.91	16.27
Housing, Owner Households Valued \$750,000-\$999,999	3,662	27,615	42,082	654.10	52.39
Housing, Owner Households Valued More than \$1,000,000	3,792	17,855	23,635	370.86	32.37

Households by Length of Residence

Length of Residence Less than 2 Years	119,739	551,826	651,731	360.86	18.10
Length of Residence 3 to 5 Years	179,608	827,739	977,596	360.86	18.10
Length of Residence 6 to 10 Years	513,582	587,555	661,070	14.40	12.51
Length of Residence More than 10 Years	843,870	116,932	51,112	-86.14	-56.29

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	237,462	169,936	132,866	-28.44	-21.81
White Households with Income \$25,000 to \$49,999	300,433	243,409	206,387	-18.98	-15.21
White Households with Income \$50,000 to \$74,999	223,469	231,553	223,035	3.62	-3.68
White Households with Income \$75,000 to \$99,999	141,247	209,070	241,567	48.02	15.54
White Households with Income \$100,000 to \$124,999	84,807	157,907	200,435	86.20	26.93
White Households with Income \$125,000 to \$149,999	43,080	118,026	164,677	173.97	39.53
White Households with Income \$150,000 to \$199,999	40,353	88,741	120,477	119.91	35.76
White Households with Income \$200,000 and Over	41,216	112,196	157,476	172.21	40.36

Black Households by Income

Black Households with Income Less than \$25,000	113,849	94,126	91,772	-17.32	-2.50
Black Households with Income \$25,000 to \$49,999	87,064	89,334	97,029	2.61	8.61
Black Households with Income \$50,000 to \$74,999	43,788	60,860	71,385	38.99	17.29
Black Households with Income \$75,000 to \$99,999	20,590	43,574	58,608	111.63	34.50
Black Households with Income \$100,000 to \$124,999	9,009	26,143	38,183	190.19	46.05
Black Households with Income \$125,000 to \$149,999	3,316	13,671	20,225	312.27	47.94
Black Households with Income \$150,000 to \$199,999	2,349	6,424	9,484	173.48	47.63
Black Households with Income \$200,000 and Over	2,033	6,059	8,391	198.03	38.49

Asian Households by Income

Asian Households with Income Less than \$25,000	15,992	16,707	13,879	4.47	-16.93
Asian Households with Income \$25,000 to \$49,999	18,950	21,091	19,381	11.30	-8.11
Asian Households with Income \$50,000 to \$74,999	14,656	20,516	19,439	39.98	-5.25
Asian Households with Income \$75,000 to \$99,999	8,936	17,334	23,868	93.98	37.69
Asian Households with Income \$100,000 to \$124,999	5,595	12,370	19,852	121.09	60.49
Asian Households with Income \$125,000 to \$149,999	2,957	8,899	14,895	200.95	67.38
Asian Households with Income \$150,000 to \$199,999	2,409	6,903	12,472	186.55	80.68
Asian Households with Income \$200,000 and Over	1,779	6,177	10,978	247.22	77.72

Other Households by Income

Other Households with Income Less than \$25,000	67,977	80,759	68,054	18.80	-15.73
Other Households with Income \$25,000 to \$49,999	69,186	97,976	104,179	41.61	6.33
Other Households with Income \$50,000 to \$74,999	31,729	58,428	75,661	84.15	29.49
Other Households with Income \$75,000 to \$99,999	12,439	33,782	59,571	171.58	76.34
Other Households with Income \$100,000 to \$124,999	4,934	15,699	30,399	218.18	93.64
Other Households with Income \$125,000 to \$149,999	2,121	7,346	13,517	246.35	84.00
Other Households with Income \$150,000 to \$199,999	1,486	4,575	6,254	207.87	36.70
Other Households with Income \$200,000 and Over	1,588	4,461	7,113	180.92	59.45

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

Hispanic Households with Income Less than \$25,000	125,161	137,429	129,137	9.80	-6.03
Hispanic Households with Income \$25,000 to \$49,999	126,553	177,295	198,550	40.10	11.99
Hispanic Households with Income \$50,000 to \$74,999	58,300	113,910	148,048	95.39	29.97
Hispanic Households with Income \$75,000 to \$99,999	22,683	73,172	114,310	222.59	56.22
Hispanic Households with Income \$100,000 to \$124,999	8,964	34,851	57,634	288.79	65.37
Hispanic Households with Income \$125,000 to \$149,999	3,845	17,058	28,320	343.64	66.02
Hispanic Households with Income \$150,000 to \$199,999	2,904	9,125	13,621	214.22	49.27
Hispanic Households with Income \$200,000 and Over	3,339	10,695	15,384	220.31	43.84

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	173,266	130,194	99,833	-24.86	-23.32
White Non-Hispanic Households with Income \$25,000 to \$49,999	238,033	193,894	156,508	-18.54	-19.28
White Non-Hispanic Households with Income \$50,000 to \$74,999	193,810	199,908	186,154	3.15	-6.88
White Non-Hispanic Households with Income \$75,000 to \$99,999	128,540	186,565	211,536	45.14	13.38
White Non-Hispanic Households with Income \$100,000 to \$124,999	79,236	145,439	182,555	83.55	25.52
White Non-Hispanic Households with Income \$125,000 to \$149,999	40,585	111,449	155,191	174.61	39.25
White Non-Hispanic Households with Income \$150,000 to \$199,999	38,225	84,958	115,399	122.26	35.83
White Non-Hispanic Households with Income \$200,000 and Over	38,869	107,888	151,727	177.57	40.63

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+)