



## The NAIS Demographic Center 2012 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 – 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* grew from 845,902 to 869,596 (2.80 percent) in the CBSA of **Houston-Sugar Land-Baytown, TX**. This number is expected to increase by 7.01 percent during the next five years, totaling 930,564 in 2017.
- The *School Age Population* group is expected to increase in 2017. Compared to the 2010-2012 increase of 1.07 percent, the population of children *Age 0 to 17 Years* is projected to increase by 2.99 percent from 1,680,151 in 2012 to 1,730,368 in 2017.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 3.23 percent from 821,026 in 2012 to 847,566 in 2017, while the *Male Population Age 0 to 17 Years* group will increase by 2.76 percent from 859,125 in 2012 to 882,802 in 2017.

#### Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 3.83 percent from 231,170 in 2012 to 240,022 in 2017, and increase by 2.99 percent for boys in the same age group from 240,142 in 2012 to 247,319 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	234,593	214,273	-8.66	224,492	205,929	-8.27
Age 5 to 9 Years	240,142	247,319	2.99	231,170	240,022	3.83
Age 10 to 13 Years	187,581	190,579	1.60	179,162	184,007	2.70
Age 14 to 17 Years	196,809	230,631	17.19	186,202	217,608	16.87

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 11.78 percent and 5.16 percent, respectively, between 2012 and 2017, while *Nursery or Preschool* is expected to decrease by -5.17 percent from 100,737 in 2012 to 95,532 in 2017. When broken down by gender, the number of girls and boys attending nursery or preschool will decrease -4.96 percent and decrease -5.37 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	100,737	95,532	-5.17	51,477	48,714	-5.37	49,260	46,818	-4.96
Kindergarten	100,211	112,019	11.78	51,059	56,848	11.34	49,152	55,171	12.25
Grades 1 to 4	367,735	386,727	5.16	187,368	195,259	4.75	180,367	190,468	5.60
Grades 5 to 8	362,290	383,409	5.83	185,303	195,068	5.27	176,987	188,341	6.42
Grades 9 to 12	392,976	461,329	17.39	201,930	237,366	17.55	191,046	223,963	17.23

#### Enrollment in Private Schools

- The population enrolled in private schools decreased by -3.24 percent during the years 2010-2012; and is expected to decrease by -6.14 percent in 2017 from 115,369 in 2012 to 108,286 in 2017. While total public school enrollment increased 3.41 percent during the years 2010-2012, it will increase by 10.11 percent between 2012 and 2017.
- During 2010-2012, male preprimary enrollment in private schools decreased by -1.64 percent and female preprimary enrollment by -2.03 percent. During 2012-2017, male preprimary enrollment in private schools is anticipated to decrease by -2.65 percent from 23,076 in 2012 to 22,465 in 2017; while female preprimary enrollment is expected to decrease by -2.23 percent from 22,082 in 2012 to 21,590 in 2017. Further, the anticipated changes in male and female enrollment rates for elementary and high school are -8.78 percent and -8.25 percent, respectively.

#### Population by Race and Ethnicity

- The African American population increased by 7.24 percent between 2010-2012; the population of Hispanics increased by 6.25 percent; the Asian population increased by 12.54 percent; the American Indian and Alaska Native population decreased by -0.76 percent. The Other Race population decreased by -0.42 percent; and the population of Two or More Races increased by 10.94 percent; and the White population increased by 1.49 percent during the years 2010-2012.
- While the White population represents 59.19 percent of the total population, it is expected to increase from 3,634,457 in 2012 to 3,752,116 in 2017 (3.24 percent). All other racial/ethnic groups are predicted to vary between 2012 and 2017, especially the Hispanic population, which will increase from 2,230,688 in 2012 to 2,617,917 in 2017 (17.36 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 increase from 18,070 in 2012 to 21,186 in 2017 (17.24 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	25,256	24,596	-2.61	17,343	19,507	12.48	18,070	21,186	17.24	12,095	17,224	42.41	8,749	13,026	48.89
Aged 5-9	25,928	28,526	10.02	17,805	22,624	27.07	18,551	24,572	32.46	12,417	19,976	60.88	8,982	15,108	68.20
Aged 10-13	20,176	21,926	8.67	13,854	17,390	25.52	14,435	18,887	30.84	9,662	15,354	58.91	6,989	11,612	66.15

Aged 14-17	21,071	26,237	24.52	14,469	20,809	43.82	15,075	22,600	49.92	10,091	18,373	82.07	7,299	13,896	90.38
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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 65.76 percent, from 5,339 in 2012 to 8,850 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	27,539	34,694	25.98	13,063	22,512	72.33	1,419	1,370	-3.45	11,847	15,735	32.82	5,859	8,312	-29.84
Income \$125,000 to \$149,999	15,885	20,531	29.25	7,599	16,594	118.37	990	1,232	24.44	5,339	8,850	65.76	4,713	7,092	50.48
Income \$150,000 to \$199,999	13,080	17,187	31.40	9,385	13,167	40.30	580	1,001	72.59	4,227	6,169	45.94	4,341	8,308	91.38
Income \$200,000 and Over	8,793	12,315	40.05	4,880	15,897	225.76	282	778	175.89	2,999	5,301	76.76	6,236	11,511	84.59

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 14,722 in 2012 to 14,451 in 2017 (-1.84 percent).

	HISPANIC HOUSEHOLDS		
	2012	2017	% Growth (2012-2017)
Income \$100,000 to \$124,999	41,440	43,166	4.17
Income \$125,000 to \$149,999	22,647	22,802	0.68
Income \$150,000 to \$199,999	17,550	17,715	0.94
Income \$200,000 and Over	14,722	14,451	-1.84

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 9.68 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increased from 39,436 in 2012 to 47,327 in 2017 (20.01 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2012	2017	% Growth (2010-2012)	% Growth (2012-2017)
Less than \$250,000	1,054,361	1,083,204	1,150,135	2.74	6.18
\$250,000-\$299,999	70,086	76,869	96,923	9.68	26.09
\$300,000-\$399,999	77,319	81,653	92,624	5.61	13.44
\$400,000-\$499,999	36,672	39,436	47,327	7.54	20.01
\$500,000-\$749,999	31,200	32,327	35,085	3.61	8.53
\$750,000-\$999,999	11,292	11,443	11,720	1.34	2.42
More than \$1,000,000	13,983	15,066	18,366	7.75	21.90

#### Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Houston-Sugar Land-Baytown, TX** increased 4.48 percent, from 710,850 in 2010 to 742,729 in 2012. This number is expected to increase by 12.20 percent through 2017. For people older than 25 years of age who hold graduate degrees, their numbers increased from 366,102 in 2010 to 384,535 in 2012 (5.03 percent), and it is forecasted this population will increase an additional 15.48 percent by the year 2017.

## 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)? <sup>[1]</sup>
- 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](http://www.hermangroup.com). Also, the *NAIS Opinion Leaders' Survey* (free to browse at [www.nais.org](http://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 <sup>[2]</sup> annual survey ([www.nais.org/go/statsonline](http://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](http://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](#)

<sup>[1]</sup> 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>.

<sup>[2]</sup> 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: Houston-Sugar Land-Baytown, TX

CBSA Code: 26420

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

State Name: Texas

Dominant Profile: ASIAN\_LANG

Description	2010	2012	2017 (2010-2012)	% Growth Forecast
<b>Total Population and Households</b>				
Population	5,946,800	6,140,170	6,713,489	3.25
Households	2,072,625	2,136,344	2,299,919	3.07
<b>Households with School Age Population</b>				
Households with Children Age 0 to 17 Years	845,902	869,596	930,564	2.80
Percent of Households with Children Age 0 to 17 Years	40.81	40.70	40.46	-0.27
<b>School Age Population</b>				
Population Age 0 to 17 Years	1,662,290	1,680,151	1,730,368	1.07
Population Age 0 to 4 Years	472,212	459,085	420,202	-2.78
Population Age 5 to 9 Years	464,573	471,312	487,341	1.45
Population Age 10 to 13 Years	362,074	366,743	374,586	1.29
Population Age 14 to 17 Years	363,431	383,011	448,239	5.39
<b>School Age Population by Gender</b>				
Male Population Age 0 to 17 Years	849,857	859,125	882,802	1.09
Female Population Age 0 to 17 Years	812,433	821,026	847,566	1.06
<b>Male School Age Population by Age</b>				
Male Population Age 0 to 4 Years	240,836	234,593	214,273	-2.59
Male Population Age 5 to 9 Years	237,250	240,142	247,319	1.22
Male Population Age 10 to 13 Years	185,291	187,581	190,579	1.24
Male Population Age 14 to 17 Years	186,480	196,809	230,631	5.54
<b>Female School Age Population by Age</b>				
Female Population Age 0 to 4 Years	231,376	224,492	205,929	-2.98
Female Population Age 5 to 9 Years	227,323	231,170	240,022	1.69
Female Population Age 10 to 13 Years	176,782	179,162	184,007	1.35
Female Population Age 14 to 17 Years	176,952	186,202	217,608	5.23
<b>Population in School</b>				
Nursery or Preschool	103,609	100,737	95,532	-2.77
Kindergarten	96,923	100,211	112,019	3.39
Grades 1 to 4	360,933	367,735	386,727	1.88
Grades 5 to 8	354,994	362,290	383,409	2.06
Grades 9 to 12	371,519	392,976	461,329	5.78
<b>Population in School by Gender</b>				
Male Enrolled in School	658,960	677,137	734,255	2.76
Female Enrolled in School	629,018	646,812	704,761	2.83
<b>Male Population in School by Grade</b>				
Male Nursery or Preschool	52,842	51,477	48,714	-2.58
Male Kindergarten	49,497	51,059	56,848	3.16
Male Grades 1 to 4	184,323	187,368	196,259	1.65
Male Grades 5 to 8	181,668	185,303	195,068	2.00
Male Grades 9 to 12	190,630	201,930	237,366	5.93
<b>Female Population in School by Grade</b>				
Female Nursery or Preschool	50,767	49,260	46,818	-2.97
Female Kindergarten	47,426	49,152	55,171	3.64
Female Grades 1 to 4	176,610	180,367	190,468	2.13
Female Grades 5 to 8	173,326	176,987	188,341	2.11
Female Grades 9 to 12	180,889	191,046	223,963	5.62
<b>Population in School</b>				
Education, Total Enrollment (Pop 3+)	1,287,978	1,323,949	1,439,016	2.79
Education, Not Enrolled in School (Pop 3+)	4,002,674	4,140,181	4,526,298	3.44
<b>Population in Public vs Private School</b>				
Education, Enrolled Private Schools (Pop 3+)	119,229	115,369	108,286	-3.24
Education, Enrolled Private Preprimary (Pop 3+)	46,001	45,158	44,055	-1.83
Education, Enrolled Private Elementary or High School (Pop 3+)	73,228	70,211	64,231	-4.12
Education, Enrolled Public Schools (Pop 3+)	1,168,749	1,208,580	1,330,730	3.41
Education, Enrolled Public Preprimary (Pop 3+)	57,608	55,579	51,477	-3.52
Education, Enrolled Public Elementary or High School (Pop 3+)	1,111,141	1,153,001	1,279,253	3.77
<b>Population in Public vs Private School by Gender</b>				
<b>Male Population in Public vs Private School</b>				
Male Education, Enrolled Private Schools (Pop 3+)	60,931	58,976	55,214	-3.21
Male Education, Enrolled Private Preprimary (Pop 3+)	23,461	23,076	22,465	-1.64
Male Education, Enrolled Private Elementary or High School (Pop 3+)	37,470	35,900	32,749	-4.19
Male Education, Enrolled Public Schools (Pop 3+)	598,029	618,161	679,042	3.37
Male Education, Enrolled Public Preprimary (Pop 3+)	29,381	28,401	26,250	-3.34
Male Education, Enrolled Public Elementary or High School (Pop 3+)	568,648	589,760	652,792	3.71
<b>Female Population in Public vs Private School</b>				
Female Education, Enrolled Private Schools (Pop 3+)	58,298	56,393	53,072	-3.27
Female Education, Enrolled Private Preprimary (Pop 3+)	22,540	22,082	21,590	-2.03
Female Education, Enrolled Private Elementary or High School (Pop 3+)	35,758	34,311	31,482	-4.05
Female Education, Enrolled Public Schools (Pop 3+)	570,720	590,419	651,688	3.45
Female Education, Enrolled Public Preprimary (Pop 3+)	28,227	27,178	25,227	-3.72
Female Education, Enrolled Public Elementary or High School (Pop 3+)	542,493	563,241	626,461	3.82
<b>Population by Race</b>				
White Population, Alone	3,580,934	3,634,457	3,752,116	1.49
Black Population, Alone	1,025,775	1,100,075	1,335,182	7.24
Asian Population, Alone	392,867	442,143	610,779	12.54

American Indian and Alaska Native Population, Alone	38,236	37,945	36,651	-0.76	-3.41
Other Race Population, Alone	729,479	726,404	713,271	-0.42	-1.81
Two or More Races Population	179,509	199,146	265,490	10.94	33.31
<b>Population by Ethnicity</b>					
Hispanic Population	2,099,412	2,230,688	2,617,917	6.25	17.36
White Non-Hispanic Population	2,360,472	2,283,858	2,164,599	-3.25	-5.22
<b>Population by Race As Percent of Total Population</b>					
Percent of White Population, Alone	60.22	59.19	55.89	-1.71	-5.58
Percent of Black Population, Alone	17.25	17.92	19.89	3.88	10.99
Percent of Asian Population, Alone	6.61	7.20	9.10	8.93	26.39
Percent of American Indian and Alaska Native Population, Alone	0.64	0.62	0.55	-3.13	-11.29
Percent of Other Race Population, Alone	12.27	11.83	10.62	-3.59	-10.23
Percent of Two or More Races Population, Alone	3.02	3.24	3.95	7.28	21.91
<b>Population by Ethnicity As Percent of Total Population</b>					
Percent of Hispanic Population	35.30	36.33	38.99	2.92	7.32
Percent of White Non-Hispanic Population	39.69	37.20	32.24	-6.27	-13.33
<b>Educational Attainment</b>					
Education Attainment, Bachelor's Degree (Pop 25+)	710,850	742,729	833,344	4.48	12.20
Education Attainment, Master's Degree (Pop 25+)	252,229	267,553	316,211	6.08	18.19
Education Attainment, Professional Degree (Pop 25+)	67,095	67,171	68,143	0.11	1.45
Education Attainment, Doctorate Degree (Pop 25+)	46,778	49,811	59,709	6.48	19.87
<b>Household Income</b>					
Household Income, Median (\$)	61,012	62,027	72,551	1.66	16.97
Household Income, Average (\$)	82,492	83,690	102,285	1.45	22.22
<b>Households by Income</b>					
Households with Income Less than \$25,000	406,945	412,474	375,247	1.36	-9.03
Households with Income \$25,000 to \$49,999	470,526	478,070	446,449	1.60	-6.61
Households with Income \$50,000 to \$74,999	360,617	369,229	363,914	2.39	-1.44
Households with Income \$75,000 to \$99,999	262,928	272,318	290,025	3.57	6.50
Households with Income \$100,000 to \$124,999	185,063	193,289	225,772	4.44	16.81
Households with Income \$125,000 to \$149,999	121,051	127,937	170,154	5.69	33.00
Households with Income \$150,000 to \$199,999	125,563	132,709	177,808	5.69	33.98
Households with Income \$200,000 and Over	139,932	150,318	250,550	7.42	66.68
<b>Families by Age of Children and Income</b>					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	25,199	25,256	24,596	0.23	-2.61
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	24,792	25,928	28,526	4.58	10.02
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	19,322	20,176	21,926	4.42	8.67
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	19,394	21,071	26,237	8.65	24.52
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	17,123	17,343	19,507	1.28	12.48
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	16,846	17,805	22,624	5.69	27.07
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	13,129	13,854	17,390	5.52	25.52
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	13,179	14,469	20,809	9.79	43.82
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	17,866	18,070	21,186	1.14	17.24
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	17,577	18,551	24,572	5.54	32.46
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	13,699	14,435	18,887	5.37	30.84
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	13,750	15,075	22,600	9.64	49.92
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	11,776	12,095	17,224	2.71	42.41
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	11,585	12,417	19,976	7.18	60.88
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	9,029	9,662	15,354	7.01	58.91
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	9,063	10,091	18,373	11.34	82.07
Families with one or more children aged 0-4 and Income \$350,000 and over	8,469	8,749	13,026	3.31	48.89
Families with one or more children aged 5-9 and Income \$350,000 and over	8,332	8,982	15,108	7.80	68.20
Families with one or more children aged 10-13 and Income \$350,000 and over	6,493	6,989	11,612	7.64	66.15
Families with one or more children aged 14-17 and Income \$350,000 and over	6,518	7,299	13,896	11.98	90.38
<b>Households by Home Value</b>					
Housing, Owner Households Valued Less than \$250,000	1,054,361	1,083,204	1,150,135	2.74	6.18
Housing, Owner Households Valued \$250,000-\$299,999	70,086	76,869	96,923	9.68	26.09
Housing, Owner Households Valued \$300,000-\$399,999	77,319	81,653	92,624	5.61	13.44
Housing, Owner Households Valued \$400,000-\$499,999	36,672	39,436	47,327	7.54	20.01
Housing, Owner Households Valued \$500,000-\$749,999	31,200	32,327	35,085	3.61	8.53
Housing, Owner Households Valued \$750,000-\$999,999	11,292	11,443	11,720	1.34	2.42
Housing, Owner Households Valued More than \$1,000,000	13,983	15,066	18,366	7.75	21.90
<b>Households by Length of Residence</b>					
Length of Residence Less than 2 Years	327,462	359,545	454,373	9.80	26.37
Length of Residence 3 to 5 Years	491,193	539,318	681,559	9.80	26.37
Length of Residence 6 to 10 Years	765,222	755,583	716,449	-1.26	-5.18
Length of Residence More than 10 Years	488,748	481,899	447,538	-1.40	-7.13
<b>Households by Race and Income</b>					
<b>White Households by Income</b>					
White Households with Income Less than \$25,000	207,015	207,292	159,151	0.13	-23.22
White Households with Income \$25,000 to \$49,999	270,135	270,789	222,785	0.24	-17.73
White Households with Income \$50,000 to \$74,999	223,781	225,309	199,617	0.68	-11.40
White Households with Income \$75,000 to \$99,999	174,972	177,046	173,228	1.19	-2.16
White Households with Income \$100,000 to \$124,999	131,557	133,562	143,149	1.52	7.18
White Households with Income \$125,000 to \$149,999	91,420	93,411	115,855	2.18	24.03
White Households with Income \$150,000 to \$199,999	98,641	101,096	131,976	2.49	30.55
White Households with Income \$200,000 and Over	122,623	127,128	204,748	3.67	61.06
<b>Black Households by Income</b>					
Black Households with Income Less than \$25,000	117,801	120,083	138,633	1.94	15.45
Black Households with Income \$25,000 to \$49,999	99,017	103,501	122,983	4.53	18.82
Black Households with Income \$50,000 to \$74,999	65,588	70,047	84,881	6.80	21.18
Black Households with Income \$75,000 to \$99,999	38,901	43,983	54,626	13.06	24.20
Black Households with Income \$100,000 to \$124,999	23,992	27,539	34,694	14.78	25.98
Black Households with Income \$125,000 to \$149,999	12,907	15,885	20,531	23.07	29.25
Black Households with Income \$150,000 to \$199,999	10,714	13,080	17,187	22.08	31.40

Black Households with Income \$200,000 and Over	6,402	8,793	12,315	37.35	40.05
<b>Asian Households by Income</b>					
Asian Households with Income Less than \$25,000	25,831	27,776	29,901	7.53	7.65
Asian Households with Income \$25,000 to \$49,999	28,940	31,214	35,549	7.86	13.89
Asian Households with Income \$50,000 to \$74,999	23,660	26,204	31,656	10.75	20.81
Asian Households with Income \$75,000 to \$99,999	17,774	20,158	27,640	13.41	37.12
Asian Households with Income \$100,000 to \$124,999	10,944	13,063	22,512	19.36	72.33
Asian Households with Income \$125,000 to \$149,999	5,909	7,599	16,594	28.60	118.37
Asian Households with Income \$150,000 to \$199,999	8,157	9,385	13,167	15.05	40.30
Asian Households with Income \$200,000 and Over	3,089	4,880	15,897	57.98	225.76
<b>American Indian and Alaska Native Households</b>					
American Indian and Alaska Native Households with Income Less than \$25,000	1,467	1,389	755	-5.32	-45.64
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	2,052	1,988	1,169	-3.12	-41.20
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	2,450	2,389	1,264	-2.49	-47.09
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	2,465	2,108	1,358	-14.48	-35.58
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	1,432	1,419	1,370	-0.91	-3.45
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	994	990	1,232	-0.40	24.44
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	587	580	1,001	-1.19	72.59
American Indian and Alaska Native Households with Income \$200,000 and Over	283	282	778	-0.35	175.89
<b>Other Race Households by Income</b>					
Other Race Households with Income Less than \$25,000	46,400	47,251	36,901	1.83	-21.90
Other Race Households with Income \$25,000 to \$49,999	61,761	61,588	52,873	-0.28	-14.15
Other Race Households with Income \$50,000 to \$74,999	37,553	37,252	36,506	-0.80	-2.00
Other Race Households with Income \$75,000 to \$99,999	22,560	22,130	24,347	-1.91	10.02
Other Race Households with Income \$100,000 to \$124,999	12,118	11,847	15,735	-2.24	32.82
Other Race Households with Income \$125,000 to \$149,999	5,614	5,339	8,850	-4.90	65.76
Other Race Households with Income \$150,000 to \$199,999	4,269	4,227	6,169	-0.98	45.94
Other Race Households with Income \$200,000 and Over	3,165	2,999	5,301	-5.24	76.76
<b>Two or More Races Households by Income</b>					
Two or More Races Households with Income Less than \$25,000	8,431	8,683	9,906	2.99	14.08
Two or More Races Households with Income \$25,000 to \$49,999	8,621	8,990	11,090	4.28	23.36
Two or More Races Households with Income \$50,000 to \$74,999	7,585	8,028	9,990	5.84	24.44
Two or More Races Households with Income \$75,000 to \$99,999	6,256	6,893	8,826	10.18	28.04
Two or More Races Households with Income \$100,000 to \$124,999	5,020	5,859	8,312	16.71	41.87
Two or More Races Households with Income \$125,000 to \$149,999	4,207	4,713	7,092	12.03	50.48
Two or More Races Households with Income \$150,000 to \$199,999	3,195	4,341	8,308	35.87	91.38
Two or More Races Households with Income \$200,000 and Over	4,370	6,236	11,511	42.70	84.59
<b>Households by Ethnicity and Income</b>					
<b>Hispanic Households by Income</b>					
Hispanic Households with Income Less than \$25,000	148,314	131,925	150,856	-11.05	14.35
Hispanic Households with Income \$25,000 to \$49,999	177,448	171,330	197,702	-3.45	15.39
Hispanic Households with Income \$50,000 to \$74,999	106,194	111,088	126,981	4.61	14.31
Hispanic Households with Income \$75,000 to \$99,999	60,230	71,178	77,678	18.18	9.13
Hispanic Households with Income \$100,000 to \$124,999	31,105	41,440	43,166	33.23	4.17
Hispanic Households with Income \$125,000 to \$149,999	15,021	22,647	22,802	50.77	0.68
Hispanic Households with Income \$150,000 to \$199,999	12,472	17,550	17,715	40.72	0.94
Hispanic Households with Income \$200,000 and Over	9,172	14,722	14,451	60.51	-1.84
<b>White Non-Hispanic Households by Income</b>					
White Non-Hispanic Households with Income Less than \$25,000	127,593	119,475	84,102	-6.36	-29.61
White Non-Hispanic Households with Income \$25,000 to \$49,999	175,221	164,443	119,509	-6.15	-27.32
White Non-Hispanic Households with Income \$50,000 to \$74,999	164,209	155,071	121,613	-5.56	-21.58
White Non-Hispanic Households with Income \$75,000 to \$99,999	138,367	131,983	114,151	-4.61	-13.51
White Non-Hispanic Households with Income \$100,000 to \$124,999	110,117	106,407	102,016	-3.37	-4.13
White Non-Hispanic Households with Income \$125,000 to \$149,999	78,325	77,293	88,577	-1.32	14.60
White Non-Hispanic Households with Income \$150,000 to \$199,999	87,790	87,398	106,120	-0.45	21.42
White Non-Hispanic Households with Income \$200,000 and Over	110,212	114,342	177,572	3.75	55.30

**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.

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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+)