



The NAIS Demographic Center 2010 Local Area Reports

CBSA : Los Angeles-Long Beach-Santa Ana, CA

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

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

Key Findings

School Age Population

1. During 2000-2010, the number of households with children *Age 0 to 17 Years* shrank from 1,657,312 to 1,569,759 (-5.28 percent) in the CBSA of **Los Angeles-Long Beach-Santa Ana, CA**. This number is expected to increase by 5.51 percent during the next five years, totaling 1,656,250 in 2015.
2. The *School Age Population* group is expected to increase in 2015. Compared to the 2000-2010 increase of 5.30 percent, the population of children *Age 0 to 17 Years* is projected to increase by 2.46 percent from 3,618,455 in 2010 to 3,707,626 in 2015.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 2.35 percent from 1,740,036 in 2010 to 1,780,847 in 2015, while the *Male Population Age 0 to 17 Years* group will increase by 2.57 percent from 1,878,419 in 2010 to 1,926,779 in 2015.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 1.50 percent from 512,788 in 2010 to 520,492 in 2015, and increase by 1.90 percent for boys in the same age group from 557,110 in 2010 to 567,681 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	554,673	589,490	6.28	514,388	545,290	6.01
Age 5 to 9 Years	557,110	567,681	1.90	512,788	520,492	1.50
Age 10 to 13 Years	389,923	391,583	0.43	367,064	368,389	0.36
Age 14 to 17 Years	376,713	378,025	0.35	345,796	346,676	0.25

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 4.82 percent and 4.82 percent, respectively, between 2010 and 2015, while *Nursery or Preschool* is expected to increase by 8.55 percent from 211,233 in 2010 to 229,291 in 2015. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 8.41 percent and increase 8.68 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	211,233	229,291	8.55	109,596	119,111	8.68	101,637	110,180	8.41
Kindergarten	219,938	230,539	4.82	114,525	120,268	5.01	105,413	110,271	4.61
Grades 1 to 4	879,752	922,157	4.82	458,099	481,073	5.02	421,654	441,084	4.61
Grades 5 to 8	778,066	805,034	3.47	400,781	414,802	3.50	377,285	390,232	3.43
Grades 9 to 12	742,628	767,672	3.37	387,203	400,440	3.42	355,425	367,232	3.32

Enrollment in Private Schools

6. The population enrolled in private schools increased by 5.36 percent during the years 2000-2010; and is expected to increase by 4.70 percent in 2015 from 388,585 in 2010 to 406,864 in 2015. While total public school enrollment increased 0.22 percent during the years 2000-2010, it will increase by 4.29 percent between 2010 and 2015.
7. During 2000-2010, male preprimary enrollment in private schools increased by 26.87 percent and female preprimary enrollment by 23.42 percent. During 2010-2015, male preprimary enrollment in private schools is anticipated to increase by 12.79 percent from 60,561 in 2010 to 68,308 in 2015; while female preprimary enrollment is expected to increase by 12.51 percent from 56,162 in 2010 to 63,187 in 2015. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 1.39 percent and 1.18 percent, respectively.

Population by Race and Ethnicity

8. The African American population decreased by **-8.10** percent between 2000-2010; the population of Hispanics increased by 17.03 percent; the Asian population increased by 14.15 ^[1] percent. The Other population increased by 24.60 percent; and the White population decreased by **-6.09** percent during the years 2000-2010.
9. While the White population represents 47.06 percent of the total population, it is expected to decrease from 6,087,015 in 2010 to 5,941,671 in 2015 (**-2.39** percent). All other racial/ethnic groups are predicted to vary between 2010 and 2015, especially the Hispanic population, which will increase from 5,989,118 in 2010 to 6,481,924 in 2015 (8.23 percent).

Numbers of Affluent Families

10. 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 27,446 in 2010 to 34,888 in 2015 (27.12 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	47,712	63,098	32.25	33,790	47,585	40.83	27,446	34,888	27.12	21,913	29,375	34.05	16,590	22,985	38.55
Aged 5-9	47,750	60,506	26.71	33,816	45,631	34.94	27,467	33,455	21.80	21,930	28,169	28.45	16,603	22,041	32.75
Aged 10-13	33,784	42,257	25.08	23,926	31,868	33.19	19,434	23,365	20.23	15,516	19,673	26.79	11,747	15,393	31.04
Aged 14-	32,246	40,296	24.96	22,836	30,389	33.07	18,549	22,281	20.12	14,809	18,760	26.68	11,212	14,679	30.92

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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 82.16 percent, from 29,445 in 2010 to 53,638 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	25,231	32,776	29.90	54,977	79,315	44.27	59,222	103,548	74.85
Income \$125,000 to \$149,999	13,041	16,798	28.81	38,112	62,874	64.97	29,445	53,638	82.16
Income \$150,000 to \$199,999	7,736	9,315	20.41	30,537	40,559	32.82	20,037	26,785	33.68
Income \$200,000 and Over	8,847	10,652	20.40	32,551	52,538	61.40	19,192	29,284	52.58

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 30,834 in 2010 to 43,179 in 2015 (40.04 percent).

	HISPANIC HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	101,344	155,347	53.29
Income \$125,000 to \$149,999	53,174	83,460	56.96
Income \$150,000 to \$199,999	30,341	40,557	33.67
Income \$200,000 and Over	30,834	43,179	40.04

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 42.16 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 281,618 in 2010 to 339,812 in 2015 (20.66 percent).

	HOUSEHOLDS BY HOME VALUE				
	2000	2010	2015	% Growth (2000-2010)	% Growth (2010-2015)
Less than \$250,000	1,236,901	726,571	673,379	-41.26	-7.32
\$250,000-\$299,999	226,334	321,757	352,638	42.16	9.60
\$300,000-\$399,999	255,762	340,711	336,207	33.21	-1.32
\$400,000-\$499,999	131,315	281,618	339,812	114.46	20.66
\$500,000-\$749,999	126,907	297,618	297,882	134.52	0.09
\$750,000-\$999,999	48,589	147,180	194,264	202.91	31.99
More than \$1,000,000	49,169	80,320	91,232	63.35	13.59

Population with Higher Education

14. The number of people older than 25 years of age who hold college degrees in the CBSA of **Los Angeles-Long Beach-Santa Ana, CA** increased 14.49 percent, from 1,312,406 in 2000 to 1,502,552 in 2010. This number is expected to increase by 7.95 percent through 2015. For people older than 25 years of age who hold graduate degrees, their numbers increased from 702,991 in 2000 to 795,871 in 2010 (13.21 percent), and it is forecasted this population will increase an additional 5.74 percent by the year 2015.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Los Angeles-Long Beach-Santa Ana, CA** 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/sustainableschools/), 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: Los Angeles-Long Beach-Santa Ana, CA

CBSA Code: 31100

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

State Name: California

Dominant Profile: ASIAN_LANG

Description	2000	2010	2015	% Growth (2000-2010)	% Growth Forecast (2010-2015)
Total Population and Households					
Population	12,365,627	12,935,173	13,472,123	4.61	4.15
Households	4,069,061	4,288,080	4,473,851	5.38	4.33
Households with School Age Population					
Households with Children Age 0 to 17 Years	1,657,312	1,569,759	1,656,250	-5.28	5.51
Percent of Households with Children Age 0 to 17 Years	40.73	36.61	37.02	-10.12	1.12
School Age Population					
Population Age 0 to 17 Years	3,436,395	3,618,455	3,707,626	5.30	2.46
Population Age 0 to 4 Years	953,645	1,069,061	1,134,780	12.10	6.15
Population Age 5 to 9 Years	1,033,975	1,069,898	1,088,173	3.47	1.71
Population Age 10 to 13 Years	742,217	756,987	759,972	1.99	0.39
Population Age 14 to 17 Years	706,558	722,509	724,701	2.26	0.30
School Age Population by Gender					
Male Population Age 0 to 17 Years	1,761,463	1,878,419	1,926,779	6.64	2.57
Female Population Age 0 to 17 Years	1,674,932	1,740,036	1,780,847	3.89	2.35
Male School Age Population by Age					
Male Population Age 0 to 4 Years	488,223	554,673	589,490	13.61	6.28
Male Population Age 5 to 9 Years	528,702	557,110	567,681	5.37	1.90
Male Population Age 10 to 13 Years	379,662	389,923	391,583	2.70	0.43
Male Population Age 14 to 17 Years	364,876	376,713	378,025	3.24	0.35
Female School Age Population by Age					
Female Population Age 0 to 4 Years	465,422	514,388	545,290	10.52	6.01
Female Population Age 5 to 9 Years	505,273	512,788	520,492	1.49	1.50
Female Population Age 10 to 13 Years	362,554	367,064	368,389	1.24	0.36
Female Population Age 14 to 17 Years	341,683	345,796	346,676	1.20	0.25
Population in School					
Nursery or Preschool	206,011	211,233	229,291	2.53	8.55
Kindergarten	216,597	219,938	230,539	1.54	4.82
Grades 1 to 4	866,390	879,752	922,157	1.54	4.82
Grades 5 to 8	777,399	778,066	805,034	0.09	3.47
Grades 9 to 12	740,050	742,628	767,672	0.35	3.37
Population in School by Gender					
Male Enrolled in School	1,439,062	1,470,203	1,535,694	2.16	4.45
Female Enrolled in School	1,367,385	1,361,414	1,418,999	-0.44	4.23
Male Population in School by Grade					

Male Nursery or Preschool	105,468	109,596	119,111	3.91	8.68
Male Kindergarten	110,753	114,525	120,268	3.41	5.01
Male Grades 1 to 4	443,011	458,099	481,073	3.41	5.02
Male Grades 5 to 8	397,659	400,781	414,802	0.79	3.50
Male Grades 9 to 12	382,171	387,203	400,440	1.32	3.42
Female Population in School by Grade					
Female Nursery or Preschool	100,543	101,637	110,180	1.09	8.41
Female Kindergarten	105,845	105,413	110,271	-0.41	4.61
Female Grades 1 to 4	423,379	421,654	441,084	-0.41	4.61
Female Grades 5 to 8	379,740	377,285	390,232	-0.65	3.43
Female Grades 9 to 12	357,879	355,425	367,232	-0.69	3.32
Population in School					
Education, Total Enrollment (Pop 3+)	2,806,447	2,831,617	2,954,693	0.90	4.35
Education, Not Enrolled in School (Pop 3+)	8,021,576	8,348,976	8,682,663	4.08	4.00
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	368,822	388,585	406,864	5.36	4.70
Education, Enrolled Private Preprimary (Pop 3+)	93,237	116,723	131,495	25.19	12.66
Education, Enrolled Private Elementary or High School (Pop 3+)	275,585	271,862	275,369	-1.35	1.29
Education, Enrolled Public Schools (Pop 3+)	2,437,625	2,443,032	2,547,829	0.22	4.29
Education, Enrolled Public Preprimary (Pop 3+)	112,774	94,510	97,796	-16.20	3.48
Education, Enrolled Public Elementary or High School (Pop 3+)	2,324,851	2,348,522	2,450,033	1.02	4.32
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	189,063	201,722	211,437	6.70	4.82
Male Education, Enrolled Private Preprimary (Pop 3+)	47,733	60,561	68,308	26.87	12.79
Male Education, Enrolled Private Elementary or High School (Pop 3+)	141,330	141,161	143,129	-0.12	1.39
Male Education, Enrolled Public Schools (Pop 3+)	1,249,999	1,268,481	1,324,257	1.48	4.40
Male Education, Enrolled Public Preprimary (Pop 3+)	57,735	49,036	50,803	-15.07	3.60
Male Education, Enrolled Public Elementary or High School (Pop 3+)	1,192,264	1,219,445	1,273,454	2.28	4.43
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	179,759	186,863	195,427	3.95	4.58
Female Education, Enrolled Private Preprimary (Pop 3+)	45,504	56,162	63,187	23.42	12.51
Female Education, Enrolled Private Elementary or High School (Pop 3+)	134,255	130,701	132,240	-2.65	1.18
Female Education, Enrolled Public Schools (Pop 3+)	1,187,626	1,174,551	1,223,572	-1.10	4.17
Female Education, Enrolled Public Preprimary (Pop 3+)	55,039	45,474	46,993	-17.38	3.34
Female Education, Enrolled Public Elementary or High School (Pop 3+)	1,132,587	1,129,077	1,176,579	-0.31	4.21
Population by Race					
White Population, Alone	6,481,714	6,087,015	5,941,671	-6.09	-2.39
Black Population, Alone	978,606	899,313	966,532	-8.10	7.47
Asian Population, Alone	1,560,276	1,781,036	1,890,441	14.15	6.14
Other Population	3,345,031	4,167,809	4,673,479	24.60	12.13
Population by Ethnicity					
Hispanic Population	5,117,792	5,989,118	6,481,924	17.03	8.23
White Non-Hispanic Population	4,418,592	4,470,016	4,356,686	1.16	-2.54
Population by Race As Percent of Total Population					

Percent of White Population, Alone	52.42	47.06	44.10	-10.23	-6.29
Percent of Black Population, Alone	7.91	6.95	7.17	-12.14	3.17
Percent of Asian Population, Alone	12.62	13.77	14.03	9.11	1.89
Percent of Other Population	27.05	32.22	34.69	19.11	7.67

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	41.39	46.30	48.11	11.86	3.91
Percent of White Non-Hispanic Population	35.73	34.56	32.34	-3.27	-6.42

Educational Attainment

Education Attainment, College (Pop 25+)	1,312,406	1,502,552	1,622,008	14.49	7.95
Education Attainment, Graduate Degree (Pop 25+)	702,991	795,871	841,589	13.21	5.74

Household Income

Household Income, Median (\$)	46,566	60,485	73,050	29.89	20.77
Household Income, Average (\$)	65,435	87,517	110,649	33.75	26.43

Households by Income

Households with Income Less than \$25,000	1,089,461	892,148	725,502	-18.11	-18.68
Households with Income \$25,000 to \$49,999	1,084,964	946,235	859,051	-12.79	-9.21
Households with Income \$50,000 to \$74,999	754,204	728,807	707,570	-3.37	-2.91
Households with Income \$75,000 to \$99,999	448,980	564,773	685,261	25.79	21.33
Households with Income \$100,000 to \$124,999	265,406	384,698	496,275	44.95	29.00
Households with Income \$125,000 to \$149,999	140,900	265,552	362,147	88.47	36.38
Households with Income \$150,000 to \$199,999	132,042	211,371	255,699	60.08	20.97
Households with Income \$200,000 and Over	153,104	294,496	382,346	92.35	29.83

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	35,050	47,712	63,098	36.13	32.25
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	38,003	47,750	60,506	25.65	26.71
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	27,280	33,784	42,257	23.84	25.08
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	25,969	32,246	40,296	24.17	24.96
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	18,850	33,790	47,585	79.26	40.83
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	20,438	33,816	45,631	65.46	34.94
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	14,671	23,926	31,868	63.08	33.19
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	13,966	22,836	30,389	63.51	33.07
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	17,740	27,446	34,888	54.71	27.12
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	19,235	27,467	33,455	42.80	21.80
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	13,807	19,434	23,365	40.75	20.23
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	13,144	18,549	22,281	41.12	20.12
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	11,584	21,913	29,375	89.17	34.05
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	12,559	21,930	28,169	74.62	28.45
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	9,015	15,516	19,673	72.11	26.79
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	8,582	14,809	18,760	72.56	26.68
Families with one or more children aged 0-4 and Income \$350,000 and over	8,670	16,590	22,985	91.35	38.55
Families with one or more children aged 5-9 and Income \$350,000 and over	9,400	16,603	22,041	76.63	32.75
Families with one or more children aged 10-13 and Income \$350,000 and over	6,748	11,747	15,393	74.08	31.04
Families with one or more children aged 14-17 and Income \$350,000 and over	6,424	11,212	14,679	74.53	30.92

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	1,236,901	726,571	673,379	-41.26	-7.32
Housing, Owner Households Valued \$250,000-\$299,999	226,334	321,757	352,638	42.16	9.60

Housing, Owner Households Valued \$300,000-\$399,999	255,762	340,711	336,207	33.21	-1.32
Housing, Owner Households Valued \$400,000-\$499,999	131,315	281,618	339,812	114.46	20.66
Housing, Owner Households Valued \$500,000-\$749,999	126,907	297,618	297,882	134.52	0.09
Housing, Owner Households Valued \$750,000-\$999,999	48,589	147,180	194,264	202.91	31.99
Housing, Owner Households Valued More than \$1,000,000	49,169	80,320	91,232	63.35	13.59

Households by Length of Residence

Length of Residence Less than 2 Years	242,855	1,106,351	1,228,859	355.56	11.07
Length of Residence 3 to 5 Years	364,283	1,659,527	1,843,288	355.56	11.07
Length of Residence 6 to 10 Years	1,239,171	1,196,710	1,252,496	-3.43	4.66
Length of Residence More than 10 Years	2,222,752	325,492	149,208	-85.36	-54.16

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	554,248	356,993	268,654	-35.59	-24.75
White Households with Income \$25,000 to \$49,999	610,764	431,918	357,863	-29.28	-17.15
White Households with Income \$50,000 to \$74,999	463,925	378,179	333,951	-18.48	-11.69
White Households with Income \$75,000 to \$99,999	297,833	330,597	350,008	11.00	5.87
White Households with Income \$100,000 to \$124,999	187,500	245,268	280,636	30.81	14.42
White Households with Income \$125,000 to \$149,999	103,353	184,954	228,837	78.95	23.73
White Households with Income \$150,000 to \$199,999	101,721	153,061	179,040	50.47	16.97
White Households with Income \$200,000 and Over	125,846	233,906	289,872	85.87	23.93

Black Households by Income

Black Households with Income Less than \$25,000	142,433	104,345	102,558	-26.74	-1.71
Black Households with Income \$25,000 to \$49,999	102,005	80,027	82,671	-21.55	3.30
Black Households with Income \$50,000 to \$74,999	59,160	56,111	60,205	-5.15	7.30
Black Households with Income \$75,000 to \$99,999	29,800	40,308	52,852	35.26	31.12
Black Households with Income \$100,000 to \$124,999	13,651	25,231	32,776	84.83	29.90
Black Households with Income \$125,000 to \$149,999	6,489	13,041	16,798	100.97	28.81
Black Households with Income \$150,000 to \$199,999	5,000	7,736	9,315	54.72	20.41
Black Households with Income \$200,000 and Over	4,657	8,847	10,652	89.97	20.40

Asian Households by Income

Asian Households with Income Less than \$25,000	123,620	119,625	97,012	-3.23	-18.90
Asian Households with Income \$25,000 to \$49,999	115,554	111,279	99,986	-3.70	-10.15
Asian Households with Income \$50,000 to \$74,999	93,245	97,161	84,788	4.20	-12.73
Asian Households with Income \$75,000 to \$99,999	59,856	77,961	100,656	30.25	29.11
Asian Households with Income \$100,000 to \$124,999	37,169	54,977	79,315	47.91	44.27
Asian Households with Income \$125,000 to \$149,999	18,891	38,112	62,874	101.75	64.97
Asian Households with Income \$150,000 to \$199,999	17,046	30,537	40,559	79.14	32.82
Asian Households with Income \$200,000 and Over	14,055	32,551	52,538	131.60	61.40

Other Households by Income

Other Households with Income Less than \$25,000	269,160	311,185	257,278	15.61	-17.32
Other Households with Income \$25,000 to \$49,999	256,641	323,011	318,531	25.86	-1.39
Other Households with Income \$50,000 to \$74,999	137,874	197,356	228,626	43.14	15.84
Other Households with Income \$75,000 to \$99,999	61,491	115,907	181,745	88.49	56.80
Other Households with Income \$100,000 to \$124,999	27,086	59,222	103,548	118.64	74.85
Other Households with Income \$125,000 to \$149,999	12,167	29,445	53,638	142.01	82.16
Other Households with Income \$150,000 to \$199,999	8,275	20,037	26,785	142.14	33.68
Other Households with Income \$200,000 and Over	8,546	19,192	29,284	124.57	52.58

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

Hispanic Households with Income Less than \$25,000	400,948	402,790	366,591	0.46	-8.99
Hispanic Households with Income \$25,000 to \$49,999	396,285	453,969	477,854	14.56	5.26
Hispanic Households with Income \$50,000 to \$74,999	212,841	291,907	345,857	37.15	18.48
Hispanic Households with Income \$75,000 to \$99,999	97,211	189,012	271,577	94.43	43.68
Hispanic Households with Income \$100,000 to \$124,999	42,891	101,344	155,347	136.28	53.29
Hispanic Households with Income \$125,000 to \$149,999	18,291	53,174	83,460	190.71	56.96
Hispanic Households with Income \$150,000 to \$199,999	13,226	30,341	40,557	129.40	33.67
Hispanic Households with Income \$200,000 and Over	12,588	30,834	43,179	144.95	40.04

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	389,509	289,667	213,016	-25.63	-26.46
White Non-Hispanic Households with Income \$25,000 to \$49,999	449,593	354,044	279,868	-21.25	-20.95
White Non-Hispanic Households with Income \$50,000 to \$74,999	374,817	330,063	278,813	-11.94	-15.53
White Non-Hispanic Households with Income \$75,000 to \$99,999	253,086	297,339	305,809	17.49	2.85
White Non-Hispanic Households with Income \$100,000 to \$124,999	165,905	226,142	253,091	36.31	11.92
White Non-Hispanic Households with Income \$125,000 to \$149,999	93,342	174,654	213,836	87.11	22.43
White Non-Hispanic Households with Income \$150,000 to \$199,999	93,635	147,371	171,166	57.39	16.15
White Non-Hispanic Households with Income \$200,000 and Over	117,662	226,871	280,594	92.82	23.68

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+)