



The NAIS Demographic Center

2010 Local Area Reports

CBSA : New York-Northern New Jersey-Long Island, NY-NJ-PA

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 2,376,771 to 2,210,396 (-7.00 percent) in the CBSA of **New York-Northern New Jersey-Long Island, NY-NJ-PA**. This number is expected to increase by 4.55 percent during the next five years, totaling 2,310,976 in 2015.
2. The *School Age Population* group is expected to increase in 2015. Compared to the 2000-2010 increase of 3.02 percent, the population of children *Age 0 to 17 Years* is projected to increase by 0.12 percent from 4,650,824 in 2010 to 4,656,486 in 2015.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -0.19 percent from 2,246,172 in 2010 to 2,241,925 in 2015, while the *Male Population Age 0 to 17 Years* group will increase by 0.41 percent from 2,404,652 in 2010 to 2,414,561 in 2015.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by -2.97 percent from 623,605 in 2010 to 605,086 in 2015, and decrease by -1.80 percent for boys in the same age group from 674,055 in 2010 to 661,944 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	701,541	729,682	4.01	656,302	678,816	3.43
Age 5 to 9 Years	674,055	661,944	-1.80	623,605	605,086	-2.97
Age 10 to 13 Years	524,614	522,439	-0.41	495,726	492,501	-0.65
Age 14 to 17 Years	504,442	500,496	-0.78	470,539	465,522	-1.07

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 1.58 percent and 1.58 percent, respectively, between 2010 and 2015, while *Nursery or Preschool* is expected to increase by 6.49 percent from 374,080 in 2010 to 398,375 in 2015. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 6.19 percent and increase 6.78 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	374,080	398,375	6.49	193,272	206,381	6.78	180,808	191,994	6.19
Kindergarten	269,707	273,970	1.58	140,097	143,132	2.17	129,611	130,838	0.95
Grades 1 to 4	1,078,830	1,095,880	1.58	560,386	572,529	2.17	518,444	523,351	0.95
Grades 5 to 8	1,060,345	1,097,303	3.49	545,183	564,835	3.60	515,162	532,467	3.36
Grades 9 to 12	1,013,206	1,044,411	3.08	524,219	541,111	3.22	488,987	503,299	2.93

Enrollment in Private Schools

6. The population enrolled in private schools increased by 4.46 percent during the years 2000-2010; and is expected to increase by 2.59 percent in 2015 from 772,024 in 2010 to 791,994 in 2015. While total public school enrollment increased 0.26 percent during the years 2000-2010, it will increase by 3.10 percent between 2010 and 2015.
7. During 2000-2010, male preprimary enrollment in private schools increased by 22.62 percent and female preprimary enrollment by 20.00 percent. During 2010-2015, male preprimary enrollment in private schools is anticipated to increase by 9.08 percent from 122,344 in 2010 to 133,447 in 2015; while female preprimary enrollment is expected to increase by 8.47 percent from 114,454 in 2010 to 124,145 in 2015. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 0.15 percent and **-0.47** percent, respectively.

Population by Race and Ethnicity

8. The African American population increased by 0.86 percent between 2000-2010; the population of Hispanics increased by 22.68 percent; the Asian population increased by 30.31 ^[1] percent. The Other population increased by 34.51 percent; and the White population decreased by **-3.98** percent during the years 2000-2010.
9. While the White population represents 56.67 percent of the total population, it is expected to decrease from 10,836,839 in 2010 to 10,644,722 in 2015 (**-1.77** percent). All other racial/ethnic groups are predicted to vary between 2010 and 2015, especially the Hispanic population, which will increase from 4,375,546 in 2010 to 4,890,553 in 2015 (11.77 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 46,355 in 2010 to 56,536 in 2015 (21.96 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	73,456	92,331	25.70	54,027	72,220	33.67	46,355	56,536	21.96	37,519	49,315	31.44	29,466	39,246	33.19
Aged 5-9	70,200	83,057	18.31	51,632	64,966	25.83	44,300	50,858	14.80	35,856	44,362	23.72	28,160	35,304	25.37
Aged 10-13	55,198	66,532	20.53	40,598	52,041	28.19	34,833	40,739	16.96	28,193	35,536	26.05	22,142	28,280	27.72
Aged 14-	52,744	63,325	20.06	38,793	49,532	27.68	33,284	38,775	16.50	26,940	33,823	25.55	21,157	26,917	27.23

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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 78.24 percent, from 25,892 in 2010 to 46,150 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	89,405	115,805	29.53	55,005	79,244	44.07	52,720	95,039	80.27
Income \$125,000 to \$149,999	51,925	68,473	31.87	38,623	59,145	53.13	25,892	46,150	78.24
Income \$150,000 to \$199,999	33,197	40,649	22.45	36,485	43,734	19.87	17,146	20,884	21.80
Income \$200,000 and Over	30,320	38,492	26.95	44,643	70,761	58.50	15,807	25,233	59.63

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 28,372 in 2010 to 40,291 in 2015 (42.01 percent).

	HISPANIC HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	89,185	137,745	54.45
Income \$125,000 to \$149,999	47,546	72,888	53.30
Income \$150,000 to \$199,999	29,363	37,488	27.67
Income \$200,000 and Over	28,372	40,291	42.01

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 42.03 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 461,771 in 2010 to 556,643 in 2015 (20.55 percent).

	HOUSEHOLDS BY HOME VALUE				
	2000	2010	2015	% Growth (2000-2010)	% Growth (2010-2015)
Less than \$250,000	2,173,019	1,201,353	1,099,880	-44.72	-8.45
\$250,000-\$299,999	401,160	569,750	611,829	42.03	7.39
\$300,000-\$399,999	384,764	616,235	597,316	60.16	-3.07
\$400,000-\$499,999	173,559	461,771	556,643	166.06	20.55
\$500,000-\$749,999	147,254	437,175	430,135	196.88	-1.61
\$750,000-\$999,999	53,130	198,797	261,068	274.17	31.32
More than \$1,000,000	62,040	120,512	133,068	94.25	10.42

Population with Higher Education

14. The number of people older than 25 years of age who hold college degrees in the CBSA of **New York-Northern New Jersey-Long Island, NY-NJ-PA** increased 13.13 percent, from 2,176,405 in 2000 to 2,462,092 in 2010. This number is expected to increase by 5.38 percent through 2015. For people older than 25 years of age who hold graduate degrees, their numbers increased from 1,523,760 in 2000 to 1,707,220 in 2010 (12.04 percent), and it is forecasted this population will increase an additional 3.08 percent by the year 2015.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **New York-Northern New Jersey-Long Island, NY-NJ-PA** 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: New York-Northern New Jersey-Long Island, NY-NJ-PA

CBSA Code: 35620

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

State Name: New York

Dominant Profile: APT20

Description	2000	2010	2015	% Growth (2000-2010)	% Growth Forecast (2010-2015)
Total Population and Households					
Population	18,323,002	19,124,092	19,626,981	4.37	2.63
Households	6,676,963	7,086,346	7,286,792	6.13	2.83
Households with School Age Population					
Households with Children Age 0 to 17 Years	2,376,771	2,210,396	2,310,976	-7.00	4.55
Percent of Households with Children Age 0 to 17 Years	35.60	31.19	31.71	-12.39	1.67
School Age Population					
Population Age 0 to 17 Years	4,514,604	4,650,824	4,656,486	3.02	0.12
Population Age 0 to 4 Years	1,244,665	1,357,843	1,408,498	9.09	3.73
Population Age 5 to 9 Years	1,312,074	1,297,660	1,267,030	-1.10	-2.36
Population Age 10 to 13 Years	1,001,627	1,020,341	1,014,940	1.87	-0.53
Population Age 14 to 17 Years	956,238	974,980	966,018	1.96	-0.92
School Age Population by Gender					
Male Population Age 0 to 17 Years	2,310,991	2,404,652	2,414,561	4.05	0.41
Female Population Age 0 to 17 Years	2,203,613	2,246,172	2,241,925	1.93	-0.19
Male School Age Population by Age					
Male Population Age 0 to 4 Years	636,341	701,541	729,682	10.25	4.01
Male Population Age 5 to 9 Years	671,265	674,055	661,944	0.42	-1.80
Male Population Age 10 to 13 Years	512,405	524,614	522,439	2.38	-0.41
Male Population Age 14 to 17 Years	490,980	504,442	500,496	2.74	-0.78
Female School Age Population by Age					
Female Population Age 0 to 4 Years	608,324	656,302	678,816	7.89	3.43
Female Population Age 5 to 9 Years	640,809	623,605	605,086	-2.68	-2.97
Female Population Age 10 to 13 Years	489,222	495,726	492,501	1.33	-0.65
Female Population Age 14 to 17 Years	465,258	470,539	465,522	1.14	-1.07
Population in School					
Nursery or Preschool	357,952	374,080	398,375	4.51	6.49
Kindergarten	272,632	269,707	273,970	-1.07	1.58
Grades 1 to 4	1,090,526	1,078,830	1,095,880	-1.07	1.58
Grades 5 to 8	1,040,624	1,060,345	1,097,303	1.90	3.49
Grades 9 to 12	993,467	1,013,206	1,044,411	1.99	3.08
Population in School by Gender					
Male Enrolled in School	1,922,855	1,963,156	2,027,988	2.10	3.30
Female Enrolled in School	1,832,346	1,833,013	1,881,950	0.04	2.67

Male Population in School by Grade

Male Nursery or Preschool	183,005	193,272	206,381	5.61	6.78
Male Kindergarten	139,480	140,097	143,132	0.44	2.17
Male Grades 1 to 4	557,920	560,386	572,529	0.44	2.17
Male Grades 5 to 8	532,354	545,183	564,835	2.41	3.60
Male Grades 9 to 12	510,096	524,219	541,111	2.77	3.22

Female Population in School by Grade

Female Nursery or Preschool	174,947	180,808	191,994	3.35	6.19
Female Kindergarten	133,152	129,611	130,838	-2.66	0.95
Female Grades 1 to 4	532,606	518,444	523,351	-2.66	0.95
Female Grades 5 to 8	508,270	515,162	532,467	1.36	3.36
Female Grades 9 to 12	483,372	488,987	503,299	1.16	2.93

Population in School

Education, Total Enrollment (Pop 3+)	3,755,201	3,796,169	3,909,938	1.09	3.00
Education, Not Enrolled in School (Pop 3+)	12,635,850	13,150,566	13,487,308	4.07	2.56

Population in Public vs Private School

Education, Enrolled Private Schools (Pop 3+)	739,048	772,024	791,994	4.46	2.59
Education, Enrolled Private Preprimary (Pop 3+)	195,157	236,798	257,592	21.34	8.78
Education, Enrolled Private Elementary or High School (Pop 3+)	543,891	535,226	534,402	-1.59	-0.15
Education, Enrolled Public Schools (Pop 3+)	3,016,153	3,024,145	3,117,944	0.26	3.10
Education, Enrolled Public Preprimary (Pop 3+)	162,795	137,282	140,783	-15.67	2.55
Education, Enrolled Public Elementary or High School (Pop 3+)	2,853,358	2,886,863	2,977,161	1.17	3.13

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

Male Education, Enrolled Private Schools (Pop 3+)	378,321	399,160	410,666	5.51	2.88
Male Education, Enrolled Private Preprimary (Pop 3+)	99,775	122,344	133,447	22.62	9.08
Male Education, Enrolled Private Elementary or High School (Pop 3+)	278,546	276,816	277,219	-0.62	0.15
Male Education, Enrolled Public Schools (Pop 3+)	1,544,534	1,563,997	1,617,322	1.26	3.41
Male Education, Enrolled Public Preprimary (Pop 3+)	83,230	70,928	72,934	-14.78	2.83
Male Education, Enrolled Public Elementary or High School (Pop 3+)	1,461,304	1,493,069	1,544,389	2.17	3.44

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	360,727	372,864	381,328	3.36	2.27
Female Education, Enrolled Private Preprimary (Pop 3+)	95,382	114,454	124,145	20.00	8.47
Female Education, Enrolled Private Elementary or High School (Pop 3+)	265,345	258,410	257,183	-2.61	-0.47
Female Education, Enrolled Public Schools (Pop 3+)	1,471,619	1,460,148	1,500,622	-0.78	2.77
Female Education, Enrolled Public Preprimary (Pop 3+)	79,565	66,354	67,849	-16.60	2.25
Female Education, Enrolled Public Elementary or High School (Pop 3+)	1,392,054	1,393,794	1,432,772	0.12	2.80

Population by Race

White Population, Alone	11,286,058	10,836,839	10,644,722	-3.98	-1.77
Black Population, Alone	3,331,063	3,359,659	3,567,379	0.86	6.18
Asian Population, Alone	1,365,156	1,778,974	1,890,550	30.31	6.27
Other Population	2,340,725	3,148,620	3,524,330	34.51	11.93

Population by Ethnicity

Hispanic Population	3,566,577	4,375,546	4,890,553	22.68	11.77
White Non-Hispanic Population	9,792,375	9,547,508	9,323,113	-2.50	-2.35

Population by Race As Percent of Total Population

Percent of White Population, Alone	61.60	56.67	54.24	-8.00	-4.29
Percent of Black Population, Alone	18.18	17.57	18.18	-3.36	3.47
Percent of Asian Population, Alone	7.45	9.30	9.63	24.83	3.55
Percent of Other Population	12.77	16.46	17.96	28.90	9.11

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	19.47	22.88	24.92	17.51	8.92
Percent of White Non-Hispanic Population	53.44	49.92	47.50	-6.59	-4.85

Educational Attainment

Education Attainment, College (Pop 25+)	2,176,405	2,462,092	2,594,446	13.13	5.38
Education Attainment, Graduate Degree (Pop 25+)	1,523,760	1,707,220	1,759,855	12.04	3.08

Household Income

Household Income, Median (\$)	50,406	65,253	77,430	29.45	18.66
Household Income, Average (\$)	71,246	95,352	120,039	33.83	25.89

Households by Income

Households with Income Less than \$25,000	1,735,254	1,481,226	1,263,366	-14.64	-14.71
Households with Income \$25,000 to \$49,999	1,583,418	1,364,998	1,209,362	-13.79	-11.40
Households with Income \$50,000 to \$74,999	1,220,820	1,142,308	1,066,444	-6.43	-6.64
Households with Income \$75,000 to \$99,999	792,921	938,345	1,072,421	18.34	14.29
Households with Income \$100,000 to \$124,999	492,940	677,411	830,706	37.42	22.63
Households with Income \$125,000 to \$149,999	274,045	485,108	625,160	77.02	28.87
Households with Income \$150,000 to \$199,999	268,333	407,871	475,321	52.00	16.54
Households with Income \$200,000 and Over	309,232	589,079	744,012	90.50	26.30

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	59,017	73,456	92,331	24.47	25.70
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	62,213	70,200	83,057	12.84	18.31
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	47,493	55,198	66,532	16.22	20.53
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	45,341	52,744	63,325	16.33	20.06
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	33,302	54,027	72,220	62.23	33.67
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	35,106	51,632	64,966	47.07	25.83
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	26,799	40,598	52,041	51.49	28.19
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	25,585	38,793	49,532	51.62	27.68
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	32,602	46,355	56,536	42.18	21.96
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	34,368	44,300	50,858	28.90	14.80
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	26,236	34,833	40,739	32.77	16.96
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	25,047	33,284	38,775	32.89	16.50
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	20,848	37,519	49,315	79.96	31.44
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	21,977	35,856	44,362	63.15	23.72
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	16,777	28,193	35,536	68.05	26.05
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	16,017	26,940	33,823	68.20	25.55
Families with one or more children aged 0-4 and Income \$350,000 and over	16,452	29,466	39,246	79.10	33.19
Families with one or more children aged 5-9 and Income \$350,000 and over	17,343	28,160	35,304	62.37	25.37
Families with one or more children aged 10-13 and Income \$350,000 and over	13,240	22,142	28,280	67.24	27.72
Families with one or more children aged 14-17 and Income \$350,000 and over	12,640	21,157	26,917	67.38	27.23

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	2,173,019	1,201,353	1,099,880	-44.72	-8.45
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Housing, Owner Households Valued \$250,000-\$299,999	401,160	569,750	611,829	42.03	7.39
Housing, Owner Households Valued \$300,000-\$399,999	384,764	616,235	597,316	60.16	-3.07
Housing, Owner Households Valued \$400,000-\$499,999	173,559	461,771	556,643	166.06	20.55
Housing, Owner Households Valued \$500,000-\$749,999	147,254	437,175	430,135	196.88	-1.61
Housing, Owner Households Valued \$750,000-\$999,999	53,130	198,797	261,068	274.17	31.32
Housing, Owner Households Valued More than \$1,000,000	62,040	120,512	133,068	94.25	10.42

Households by Length of Residence

Length of Residence Less than 2 Years	277,049	1,786,225	1,972,329	544.73	10.42
Length of Residence 3 to 5 Years	415,573	2,679,337	2,958,493	544.73	10.42
Length of Residence 6 to 10 Years	1,658,409	1,911,620	2,005,118	15.27	4.89
Length of Residence More than 10 Years	4,325,932	709,165	350,852	-83.61	-50.53

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	942,035	669,081	525,144	-28.97	-21.51
White Households with Income \$25,000 to \$49,999	970,282	710,573	579,351	-26.77	-18.47
White Households with Income \$50,000 to \$74,999	837,189	672,339	573,626	-19.69	-14.68
White Households with Income \$75,000 to \$99,999	588,131	613,617	629,461	4.33	2.58
White Households with Income \$100,000 to \$124,999	386,546	480,281	540,618	24.25	12.56
White Households with Income \$125,000 to \$149,999	220,730	368,668	451,392	67.02	22.44
White Households with Income \$150,000 to \$199,999	224,112	321,043	370,054	43.25	15.27
White Households with Income \$200,000 and Over	272,002	498,309	609,526	83.20	22.32

Black Households by Income

Black Households with Income Less than \$25,000	432,698	355,671	344,784	-17.80	-3.06
Black Households with Income \$25,000 to \$49,999	318,170	272,248	269,842	-14.43	-0.88
Black Households with Income \$50,000 to \$74,999	193,262	198,249	211,595	2.58	6.73
Black Households with Income \$75,000 to \$99,999	101,775	144,894	178,539	42.37	23.22
Black Households with Income \$100,000 to \$124,999	50,623	89,405	115,805	76.61	29.53
Black Households with Income \$125,000 to \$149,999	24,160	51,925	68,473	114.92	31.87
Black Households with Income \$150,000 to \$199,999	17,392	33,197	40,649	90.88	22.45
Black Households with Income \$200,000 and Over	13,042	30,320	38,492	132.48	26.95

Asian Households by Income

Asian Households with Income Less than \$25,000	97,387	105,655	82,129	8.49	-22.27
Asian Households with Income \$25,000 to \$49,999	97,736	109,219	96,441	11.75	-11.70
Asian Households with Income \$50,000 to \$74,999	79,092	98,045	86,186	23.96	-12.10
Asian Households with Income \$75,000 to \$99,999	51,329	76,890	101,978	49.80	32.63
Asian Households with Income \$100,000 to \$124,999	33,165	55,005	79,244	65.85	44.07
Asian Households with Income \$125,000 to \$149,999	19,387	38,623	59,145	99.22	53.13
Asian Households with Income \$150,000 to \$199,999	19,590	36,485	43,734	86.24	19.87
Asian Households with Income \$200,000 and Over	17,916	44,643	70,761	149.18	58.50

Other Households by Income

Other Households with Income Less than \$25,000	263,134	350,819	311,309	33.32	-11.26
Other Households with Income \$25,000 to \$49,999	197,230	272,958	263,728	38.40	-3.38
Other Households with Income \$50,000 to \$74,999	111,277	173,675	195,037	56.07	12.30
Other Households with Income \$75,000 to \$99,999	51,686	102,944	162,443	99.17	57.80
Other Households with Income \$100,000 to \$124,999	22,606	52,720	95,039	133.21	80.27
Other Households with Income \$125,000 to \$149,999	9,768	25,892	46,150	165.07	78.24
Other Households with Income \$150,000 to \$199,999	7,239	17,146	20,884	136.86	21.80

Other Households with Income \$200,000 and Over	6,272	15,807	25,233	152.02	59.63
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Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	401,692	431,463	442,555	7.41	2.57
Hispanic Households with Income \$25,000 to \$49,999	296,901	342,617	367,301	15.40	7.20
Hispanic Households with Income \$50,000 to \$74,999	174,081	237,588	281,718	36.48	18.57
Hispanic Households with Income \$75,000 to \$99,999	83,561	160,104	231,472	91.60	44.58
Hispanic Households with Income \$100,000 to \$124,999	38,273	89,185	137,745	133.02	54.45
Hispanic Households with Income \$125,000 to \$149,999	17,443	47,546	72,888	172.58	53.30
Hispanic Households with Income \$150,000 to \$199,999	13,078	29,363	37,488	124.52	27.67
Hispanic Households with Income \$200,000 and Over	10,752	28,372	40,291	163.88	42.01

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	776,774	601,728	463,550	-22.53	-22.96
White Non-Hispanic Households with Income \$25,000 to \$49,999	847,364	654,339	521,494	-22.78	-20.30
White Non-Hispanic Households with Income \$50,000 to \$74,999	760,673	627,480	524,335	-17.51	-16.44
White Non-Hispanic Households with Income \$75,000 to \$99,999	547,364	573,043	578,695	4.69	0.99
White Non-Hispanic Households with Income \$100,000 to \$124,999	365,019	449,570	501,575	23.16	11.57
White Non-Hispanic Households with Income \$125,000 to \$149,999	209,569	345,168	422,261	64.70	22.33
White Non-Hispanic Households with Income \$150,000 to \$199,999	214,749	303,971	350,281	41.55	15.24
White Non-Hispanic Households with Income \$200,000 and Over	263,523	475,520	583,488	80.45	22.71

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.

National Association of Independent Schools
1620 L Street NW, Washington, DC 20036-5695
phone: (202) 973-9700 email: info@nais.org



EASI Dominant Profiles

A dominant profile is a variable which attempts to define what is most unique about a given area. Within its demographic system, EASI has identified 39 profiles. The profile appearing at the top of the report is the dominant one for that geographic region. In some reports the profile nickname is all that is reported. Below is a listing of nicknames and their full description:

Nickname	Full Name	Characteristic
AB_AV_EDU	Above Average Education	Education Attainment, Graduate Degree (Pop 25+)
APT20	Apartments (20 or more units)	Housing, Occupied Structure with 20-49 Units
ARMFORCE	In the Armed Forces	Employment, Armed Forces Male (Pop 16+)
ASIAN_LANG	Very Asian	Population, Speaks Asian or Pacific Island Language (Pop 5+)
BEL_EDU	Below Average Education	Education Attainment, < High School (Pop 25+)
BLUE_EMPL	Blue Collar Employment	Employment, Blue Collar (Pop 16+)
BORN_USA	Born in America	Population, Citizenship - Native
EXP_HOMES	Expensive Homes	Housing, Owner Households Valued More than \$1,000,000
FOR_SALE	House for Sale	Housing, Vacant Units For Sale
LAR_FAM	Large Families	Families, 5 Person
MANY_CARS	Lots of Cars	Households with 4+ Vehicles
MED_AGE	Median Age	Population, Median Age
MED_INC	Median Income	Household Income, Median (\$)
NEW_HOMES	New Homes	Housing, Built 1999 or Later
NO_CAR	No Cars	Households with No Vehicles
NO_LABFOR	Not in Labor Force	Employment, Not in the Labor Force Male (Pop 16+)
NO_MOVE	Long Time Residents	Housing, Year Moved in 1969 or Earlier
NO_TEENS	Few Teens	Population Aged 12 to 17 Years
OLD_HOMES	Old Homes	Housing, Built 1939 or Earlier
PRESCHL	Pre-School	Population Aged 0 to 5 Years
RECENT_MOV	Recent Movers	Housing, Year Moved in 1999 or Later
RENTAL	Available Renting Units	Housing, Vacant Units For Rent
RETIRED	Retired	Population Aged 65 to 74 Years
RICH_ASIAN	Very Rich Asians	Asian Household Income, High Income Average (\$)
RICH_BLK	Very Rich Blacks	Black Household Income, High Income Average (\$)
RICH_FAM	Very Rich Families	Family Income, High Income Average (\$)
RICH_HISP	Very Rich Hispanics	Hispanic Household Income, High Income Average (\$)
RICH_NFAM	Very Rich Non Families	Non-Family Income, High Income Average (\$)
RICH_OLD	Old and Rich Households	Household Head Aged 75+ and Income \$200K+
RICH_WHT	Very Rich Whites	White Household Income, High Income Average (\$)
RICH_YOUNG	Young and Rich Households	Household Head Aged <25 and Income \$200K+
SERV_EMPL	Service Employment	Occupation, Service (Pop 16+)
SPAN_LANG	Very Spanish	Population, Speaks Spanish (Pop 5+)
SUB_BUS	Subway or Bus to Work	Employment, Public Transportation to Work (Empl 16+)
TRAILER	Trailer Park City	Housing, Occupied Structure Trailer
UNATTACH	Unattached	Population, Males Never Married (Pop 15+)
UNEMPL	Unemployed	Employment, Unemployed Males (Pop 16+)
VERY_RICH	Very Rich Households	Household Income, High Income Average (\$)
WORK_HOME	Work at Home	Employment, Work at Home (Empl 16+)