



## The NAIS Demographic Center 2012 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 – 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 2,325,288 to 2,336,892 (0.50 percent) in the CBSA of **New York-Northern New Jersey-Long Island, NY-NJ-PA**. This number is expected to increase by 3.01 percent during the next five years, totaling 2,407,274 in 2017.
- The *School Age Population* group is expected to decrease in 2017. Compared to the 2010-2012 decrease of **-1.10** percent, the population of children *Age 0 to 17 Years* is projected to decrease by **-3.55** percent from 4,264,136 in 2012 to 4,112,582 in 2017.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by **-2.93** percent from 2,088,225 in 2012 to 2,027,059 in 2017, while the *Male Population Age 0 to 17 Years* group will decrease by **-4.15** percent from 2,175,911 in 2012 to 2,085,523 in 2017.

#### Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by **-0.67** percent from 569,913 in 2012 to 566,109 in 2017, and decrease by **-4.24** percent for boys in the same age group from 589,102 in 2012 to 564,143 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	571,988	497,068	-13.10	551,145	486,692	-11.69
Age 5 to 9 Years	589,102	564,143	-4.24	569,913	566,109	-0.67
Age 10 to 13 Years	485,138	465,818	-3.98	464,779	447,554	-3.71
Age 14 to 17 Years	529,683	558,494	5.44	502,388	526,704	4.84

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 3.33 percent and **-1.90** percent, respectively, between 2012 and 2017, while *Nursery or Preschool* is expected to decrease by **-8.84** percent from 303,617 in 2012 to 276,766 in 2017. When broken down by gender, the number of girls and boys attending nursery or preschool will decrease **-8.10** percent and decrease **-9.56** 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	303,617	276,766	-8.84	154,626	139,843	-9.56	148,991	136,923	-8.10
Kindergarten	238,790	246,743	3.33	121,372	123,157	1.47	117,418	123,586	5.25
Grades 1 to 4	901,659	884,525	-1.90	458,294	441,493	-3.67	443,365	443,032	-0.08
Grades 5 to 8	938,733	918,109	-2.20	479,426	468,234	-2.33	459,307	449,875	-2.05
Grades 9 to 12	1,104,583	1,176,554	6.52	566,898	605,510	6.81	537,685	571,044	6.20

#### Enrollment in Private Schools

- The population enrolled in private schools decreased by **-3.17** percent during the years 2010-2012; and is expected to decrease by **-7.32** percent in 2017 from 618,217 in 2012 to 572,964 in 2017. While total public school enrollment increased 0.78 percent during the years 2010-2012, it will increase by 2.11 percent between 2012 and 2017.
- During 2010-2012, male preprimary enrollment in private schools decreased by **-4.68** percent and female preprimary enrollment by **-4.01** percent. During 2012-2017, male preprimary enrollment in private schools is anticipated to decrease by **-11.33** percent from 81,295 in 2012 to 72,083 in 2017; while female preprimary enrollment is expected to decrease by **-9.90** percent from 78,332 in 2012 to 70,579 in 2017. Further, the anticipated changes in male and female enrollment rates for elementary and high school are **-6.78** percent and **-5.53** percent, respectively.

#### Population by Race and Ethnicity

- The African American population increased by 1.00 percent between 2010-2012; the population of Hispanics increased by 6.65 percent; the Asian population increased by 7.55 percent; the American Indian and Alaska Native population increased by 3.37 percent. The Other Race population increased by 0.24 percent; and the population of Two or More Races increased by 10.79 percent; and the White population decreased by **-0.81** percent during the years 2010-2012.
- While the White population represents 58.18 percent of the total population, it is expected to decrease from 11,087,679 in 2012 to 10,696,183 in 2017 (**-3.53** percent). All other racial/ethnic groups are predicted to vary between 2012 and 2017, especially the Hispanic population, which will increase from 4,615,507 in 2012 to 5,468,993 in 2017 (18.49 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 59,893 in 2012 to 64,250 in 2017 (7.27 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	68,613	61,585	-10.24	51,547	52,394	1.64	59,893	64,250	7.27	45,186	62,153	37.55	34,761	48,299	38.95
Aged 5-9	70,805	70,756	-0.07	53,194	60,196	13.16	61,807	73,818	19.43	46,629	71,408	53.14	35,872	55,491	54.69
Aged 10-13	58,031	57,179	-1.47	43,597	48,645	11.58	50,656	59,653	17.76	38,217	57,706	51.00	29,400	44,843	52.53

Aged 14-17	63,050	67,936	7.75	47,368	57,796	22.01	55,037	70,875	28.78	41,522	68,561	65.12	31,943	53,279	66.79
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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 64.56 percent, from 17,316 in 2012 to 28,495 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	93,485	102,726	9.89	54,671	89,086	62.95	2,953	7,909	167.83	34,807	45,401	30.44	22,599	29,377	-15.60
Income \$125,000 to \$149,999	57,264	64,515	12.66	39,274	60,891	55.04	1,975	3,018	52.81	17,316	28,495	64.56	17,888	27,487	53.66
Income \$150,000 to \$199,999	51,248	58,553	14.25	52,448	63,730	21.51	999	2,345	134.73	16,723	22,920	37.06	15,404	28,581	85.54
Income \$200,000 and Over	37,622	44,894	19.33	33,571	87,333	160.14	432	1,524	252.78	10,237	21,483	109.86	21,471	39,238	82.75

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 54,238 in 2012 to 58,868 in 2017 (8.54 percent).

	HISPANIC HOUSEHOLDS		
	2012	2017	% Growth (2012-2017)
Income \$100,000 to \$124,999	104,232	122,753	17.77
Income \$125,000 to \$149,999	66,237	74,303	12.18
Income \$150,000 to \$199,999	60,591	68,484	13.03
Income \$200,000 and Over	54,238	58,868	8.54

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 5.06 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 657,766 in 2012 to 628,925 in 2017 (-4.38 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2012	2017	% Growth (2010-2012)	% Growth (2012-2017)
Less than \$250,000	520,155	499,350	453,661	-4.00	-9.15
\$250,000-\$299,999	225,152	236,555	275,611	5.06	16.51
\$300,000-\$399,999	705,005	707,053	723,840	0.29	2.37
\$400,000-\$499,999	670,237	657,766	628,925	-1.86	-4.38
\$500,000-\$749,999	876,434	866,620	848,295	-1.12	-2.11
\$750,000-\$999,999	282,289	276,866	264,990	-1.92	-4.29
More than \$1,000,000	252,835	251,471	250,075	-0.54	-0.56

#### Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **New York-Northern New Jersey-Long Island, NY-NJ-PA** increased 2.33 percent, from 2,733,993 in 2010 to 2,797,827 in 2012. This number is expected to increase by 5.13 percent through 2017. For people older than 25 years of age who hold graduate degrees, their numbers increased from 1,907,669 in 2010 to 1,962,417 in 2012 (2.87 percent), and it is forecasted this population will increase an additional 7.36 percent by the year 2017.

## 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)? <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: 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: NO\_CAR

Description	2010	2012	2017 (2010-2012)	% Growth	% Forecast
<b>Total Population and Households</b>					
Population	18,897,109	19,056,703	19,355,430	0.84	1.57
Households	6,918,950	6,966,978	7,228,437	0.69	3.75
<b>Households with School Age Population</b>					
Households with Children Age 0 to 17 Years	2,325,288	2,336,892	2,407,274	0.50	3.01
Percent of Households with Children Age 0 to 17 Years	33.61	33.54	33.30	-0.21	-0.72
<b>School Age Population</b>					
Population Age 0 to 17 Years	4,311,500	4,264,136	4,112,582	-1.10	-3.55
Population Age 0 to 4 Years	1,167,475	1,123,133	983,760	-3.80	-12.41
Population Age 5 to 9 Years	1,168,703	1,159,015	1,130,252	-0.83	-2.48
Population Age 10 to 13 Years	961,225	949,917	913,373	-1.18	-3.85
Population Age 14 to 17 Years	1,014,097	1,032,071	1,085,197	1.77	5.15
<b>School Age Population by Gender</b>					
Male Population Age 0 to 17 Years	2,204,574	2,175,911	2,085,523	-1.30	-4.15
Female Population Age 0 to 17 Years	2,106,926	2,088,225	2,027,059	-0.89	-2.93
<b>Male School Age Population by Age</b>					
Male Population Age 0 to 4 Years	596,614	571,988	497,068	-4.13	-13.10
Male Population Age 5 to 9 Years	596,949	589,102	564,143	-1.31	-4.24
Male Population Age 10 to 13 Years	491,253	485,138	465,818	-1.24	-3.98
Male Population Age 14 to 17 Years	519,758	529,683	558,494	1.91	5.44
<b>Female School Age Population by Age</b>					
Female Population Age 0 to 4 Years	570,861	551,145	486,692	-3.45	-11.69
Female Population Age 5 to 9 Years	571,754	569,913	566,109	-0.32	-0.67
Female Population Age 10 to 13 Years	469,972	464,779	447,554	-1.10	-3.71
Female Population Age 14 to 17 Years	494,339	502,388	526,704	1.63	4.84
<b>Population in School</b>					
Nursery or Preschool	315,298	303,617	276,766	-3.70	-8.84
Kindergarten	236,891	238,790	246,743	0.80	3.33
Grades 1 to 4	907,496	901,659	884,525	-0.64	-1.90
Grades 5 to 8	946,691	938,733	918,109	-0.84	-2.20
Grades 9 to 12	1,079,134	1,104,583	1,176,554	2.36	6.52
<b>Population in School by Gender</b>					
Male Enrolled in School	1,782,572	1,780,615	1,778,237	-0.11	-0.13
Female Enrolled in School	1,702,938	1,706,767	1,724,460	0.22	1.04
<b>Male Population in School by Grade</b>					
Male Nursery or Preschool	161,127	154,626	139,843	-4.03	-9.56
Male Kindergarten	120,999	121,372	123,157	0.31	1.47
Male Grades 1 to 4	463,530	458,294	441,493	-1.13	-3.67
Male Grades 5 to 8	483,825	479,426	468,234	-0.91	-2.33
Male Grades 9 to 12	553,092	566,898	605,510	2.50	6.81
<b>Female Population in School by Grade</b>					
Female Nursery or Preschool	154,171	148,991	136,923	-3.36	-8.10
Female Kindergarten	115,892	117,418	123,586	1.32	5.25
Female Grades 1 to 4	443,966	443,365	443,032	-0.14	-0.08
Female Grades 5 to 8	462,866	459,307	449,875	-0.77	-2.05
Female Grades 9 to 12	526,042	537,685	571,044	2.21	6.20
<b>Population in School</b>					
Education, Total Enrollment (Pop 3+)	3,485,510	3,487,382	3,502,697	0.05	0.44
Education, Not Enrolled in School (Pop 3+)	13,316,664	13,442,001	13,610,728	0.94	1.26
<b>Population in Public vs Private School</b>					
Education, Enrolled Private Schools (Pop 3+)	638,462	618,217	572,964	-3.17	-7.32
Education, Enrolled Private Preprimary (Pop 3+)	166,898	159,627	142,662	-4.36	-10.63
Education, Enrolled Private Elementary or High School (Pop 3+)	471,564	458,590	430,302	-2.75	-6.17
Education, Enrolled Public Schools (Pop 3+)	2,847,048	2,869,165	2,929,733	0.78	2.11
Education, Enrolled Public Preprimary (Pop 3+)	148,400	143,990	134,104	-2.97	-6.87
Education, Enrolled Public Elementary or High School (Pop 3+)	2,698,648	2,725,175	2,795,629	0.98	2.59
<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+)	326,460	315,439	290,349	-3.38	-7.95
Male Education, Enrolled Private Preprimary (Pop 3+)	85,290	81,295	72,083	-4.68	-11.33
Male Education, Enrolled Private Elementary or High School (Pop 3+)	241,170	234,144	218,266	-2.91	-6.78
Male Education, Enrolled Public Schools (Pop 3+)	1,456,112	1,465,176	1,487,887	0.62	1.55
Male Education, Enrolled Public Preprimary (Pop 3+)	75,837	73,331	67,759	-3.30	-7.60
Male Education, Enrolled Public Elementary or High School (Pop 3+)	1,380,276	1,391,845	1,420,128	0.84	2.03
<b>Female Population in Public vs Private School</b>					
Female Education, Enrolled Private Schools (Pop 3+)	312,002	302,778	282,615	-2.96	-6.66
Female Education, Enrolled Private Preprimary (Pop 3+)	81,608	78,332	70,579	-4.01	-9.90
Female Education, Enrolled Private Elementary or High School (Pop 3+)	230,394	224,446	212,036	-2.58	-5.53
Female Education, Enrolled Public Schools (Pop 3+)	1,390,936	1,403,989	1,441,846	0.94	2.70
Female Education, Enrolled Public Preprimary (Pop 3+)	72,563	70,659	66,345	-2.62	-6.11
Female Education, Enrolled Public Elementary or High School (Pop 3+)	1,318,372	1,333,330	1,375,501	1.13	3.16
<b>Population by Race</b>					
White Population, Alone	11,177,664	11,087,679	10,696,183	-0.81	-3.53
Black Population, Alone	3,362,616	3,396,357	3,424,757	1.00	0.84
Asian Population, Alone	1,886,849	2,029,263	2,453,555	7.55	20.91

American Indian and Alaska Native Population, Alone	92,632	95,750	107,812	3.37	12.60
Other Race Population, Alone	1,764,644	1,768,809	1,781,140	0.24	0.70
Two or More Races Population	612,704	678,845	891,983	10.79	31.40
<b>Population by Ethnicity</b>					
Hispanic Population	4,327,560	4,615,507	5,468,993	6.65	18.49
White Non-Hispanic Population	9,233,812	8,955,699	8,300,920	-3.01	-7.31
<b>Population by Race As Percent of Total Population</b>					
Percent of White Population, Alone	59.15	58.18	55.26	-1.64	-5.02
Percent of Black Population, Alone	17.79	17.82	17.69	0.17	-0.73
Percent of Asian Population, Alone	9.98	10.65	12.68	6.71	19.06
Percent of American Indian and Alaska Native Population, Alone	0.49	0.50	0.56	2.04	12.00
Percent of Other Race Population, Alone	9.34	9.28	9.20	-0.64	-0.86
Percent of Two or More Races Population, Alone	3.24	3.56	4.61	9.88	29.49
<b>Population by Ethnicity As Percent of Total Population</b>					
Percent of Hispanic Population	22.90	24.22	28.26	5.76	16.68
Percent of White Non-Hispanic Population	48.86	47.00	42.89	-3.81	-8.74
<b>Educational Attainment</b>					
Education Attainment, Bachelor's Degree (Pop 25+)	2,733,993	2,797,827	2,941,342	2.33	5.13
Education Attainment, Master's Degree (Pop 25+)	1,342,075	1,390,593	1,520,470	3.62	9.34
Education Attainment, Professional Degree (Pop 25+)	389,839	392,421	396,486	0.66	1.04
Education Attainment, Doctorate Degree (Pop 25+)	175,755	179,403	189,882	2.08	5.84
<b>Household Income</b>					
Household Income, Median (\$)	68,618	69,697	82,407	1.57	18.24
Household Income, Average (\$)	96,919	98,351	121,187	1.48	23.22
<b>Households by Income</b>					
Households with Income Less than \$25,000	1,362,668	1,351,148	1,198,394	-0.85	-11.31
Households with Income \$25,000 to \$49,999	1,287,671	1,277,971	1,172,763	-0.75	-8.23
Households with Income \$50,000 to \$74,999	1,086,501	1,084,380	992,540	-0.20	-8.47
Households with Income \$75,000 to \$99,999	862,360	868,452	845,557	0.71	-2.64
Households with Income \$100,000 to \$124,999	653,391	663,470	707,179	1.54	6.59
Households with Income \$125,000 to \$149,999	461,748	473,234	566,086	2.49	19.62
Households with Income \$150,000 to \$199,999	527,043	540,863	653,178	2.62	20.77
Households with Income \$200,000 and Over	677,568	707,460	1,092,740	4.41	54.46
<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	69,563	68,613	61,585	-1.37	-10.24
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	69,636	70,805	70,756	1.68	-0.07
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	57,273	58,031	57,179	1.32	-1.47
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	60,424	63,050	67,936	4.35	7.75
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	51,820	51,547	52,394	-0.53	1.64
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	51,875	53,194	60,196	2.54	13.16
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	42,666	43,597	48,645	2.18	11.58
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	45,012	47,368	57,796	5.23	22.01
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	60,199	59,893	64,250	-0.51	7.27
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	60,263	61,807	73,818	2.56	19.43
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	49,564	50,656	59,653	2.20	17.76
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	52,291	55,037	70,875	5.25	28.78
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	44,637	45,186	62,153	1.23	37.55
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	44,684	46,629	71,408	4.35	53.14
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	36,751	38,217	57,706	3.99	51.00
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	38,773	41,522	68,561	7.09	65.12
Families with one or more children aged 0-4 and Income \$350,000 and over	33,934	34,761	48,299	2.44	38.95
Families with one or more children aged 5-9 and Income \$350,000 and over	33,970	35,872	55,491	5.60	54.69
Families with one or more children aged 10-13 and Income \$350,000 and over	27,939	29,400	44,843	5.23	52.53
Families with one or more children aged 14-17 and Income \$350,000 and over	29,476	31,943	53,279	8.37	66.79
<b>Households by Home Value</b>					
Housing, Owner Households Valued Less than \$250,000	520,155	499,350	453,661	-4.00	-9.15
Housing, Owner Households Valued \$250,000-\$299,999	225,152	236,555	275,611	5.06	16.51
Housing, Owner Households Valued \$300,000-\$399,999	705,005	707,053	723,840	0.29	2.37
Housing, Owner Households Valued \$400,000-\$499,999	670,237	657,766	628,925	-1.86	-4.38
Housing, Owner Households Valued \$500,000-\$749,999	876,434	866,620	848,295	-1.12	-2.11
Housing, Owner Households Valued \$750,000-\$999,999	282,289	276,866	264,990	-1.92	-4.29
Housing, Owner Households Valued More than \$1,000,000	252,835	251,471	250,075	-0.54	-0.56
<b>Households by Length of Residence</b>					
Length of Residence Less than 2 Years	748,090	832,877	1,111,408	11.33	33.44
Length of Residence 3 to 5 Years	1,122,135	1,249,315	1,667,113	11.33	33.44
Length of Residence 6 to 10 Years	2,457,265	2,396,082	2,248,822	-2.49	-6.15
Length of Residence More than 10 Years	2,591,460	2,488,704	2,201,095	-3.97	-11.56
<b>Households by Race and Income</b>					
<b>White Households by Income</b>					
White Households with Income Less than \$25,000	691,036	674,290	508,593	-2.42	-24.57
White Households with Income \$25,000 to \$49,999	714,482	699,967	565,005	-2.03	-19.28
White Households with Income \$50,000 to \$74,999	659,062	646,555	524,758	-1.90	-18.84
White Households with Income \$75,000 to \$99,999	557,662	550,184	490,569	-1.34	-10.84
White Households with Income \$100,000 to \$124,999	459,672	454,955	432,680	-1.03	-4.90
White Households with Income \$125,000 to \$149,999	340,161	339,517	381,680	-0.19	12.42
White Households with Income \$150,000 to \$199,999	403,641	404,041	477,049	0.10	18.07
White Households with Income \$200,000 and Over	596,413	604,127	898,268	1.29	48.69
<b>Black Households by Income</b>					
Black Households with Income Less than \$25,000	353,207	350,811	379,524	-0.68	8.18
Black Households with Income \$25,000 to \$49,999	295,014	293,089	315,221	-0.65	7.55
Black Households with Income \$50,000 to \$74,999	208,324	211,219	228,654	1.39	8.25
Black Households with Income \$75,000 to \$99,999	135,801	142,855	155,760	5.19	9.03
Black Households with Income \$100,000 to \$124,999	87,276	93,485	102,726	7.11	9.89
Black Households with Income \$125,000 to \$149,999	50,611	57,264	64,515	13.15	12.66
Black Households with Income \$150,000 to \$199,999	45,523	51,248	58,553	12.58	14.25

Black Households with Income \$200,000 and Over	29,898	37,622	44,894	25.83	19.33
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**Asian Households by Income**

Asian Households with Income Less than \$25,000	132,293	138,217	141,716	4.48	2.53
Asian Households with Income \$25,000 to \$49,999	122,121	127,663	140,070	4.54	9.72
Asian Households with Income \$50,000 to \$74,999	101,738	108,012	119,849	6.17	10.96
Asian Households with Income \$75,000 to \$99,999	80,304	86,002	105,345	7.10	22.49
Asian Households with Income \$100,000 to \$124,999	48,376	54,671	89,086	13.01	62.95
Asian Households with Income \$125,000 to \$149,999	34,779	39,274	60,891	12.92	55.04
Asian Households with Income \$150,000 to \$199,999	48,569	52,448	63,730	7.99	21.51
Asian Households with Income \$200,000 and Over	24,284	33,571	87,333	38.24	160.14

**American Indian and Alaska Native Households**

American Indian and Alaska Native Households with Income Less than \$25,000	3,439	3,483	2,833	1.28	-18.66
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	3,758	3,769	2,937	0.29	-22.07
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	5,459	5,489	3,258	0.55	-40.64
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	7,500	7,507	4,091	0.09	-45.50
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	2,949	2,953	7,909	0.14	167.83
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	1,974	1,975	3,018	0.05	52.81
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	1,000	999	2,345	-0.10	134.73
American Indian and Alaska Native Households with Income \$200,000 and Over	429	432	1,524	0.70	252.78

**Other Race Households by Income**

Other Race Households with Income Less than \$25,000	146,962	147,711	125,713	0.51	-14.89
Other Race Households with Income \$25,000 to \$49,999	122,322	122,719	112,956	0.32	-7.96
Other Race Households with Income \$50,000 to \$74,999	86,061	86,308	84,111	0.29	-2.55
Other Race Households with Income \$75,000 to \$99,999	57,860	57,451	61,443	-0.71	6.95
Other Race Households with Income \$100,000 to \$124,999	34,998	34,807	45,401	-0.55	30.44
Other Race Households with Income \$125,000 to \$149,999	18,017	17,316	28,495	-3.89	64.56
Other Race Households with Income \$150,000 to \$199,999	16,789	16,723	22,920	-0.39	37.06
Other Race Households with Income \$200,000 and Over	10,484	10,237	21,483	-2.36	109.86

**Two or More Races Households by Income**

Two or More Races Households with Income Less than \$25,000	35,731	36,636	40,015	2.53	9.22
Two or More Races Households with Income \$25,000 to \$49,999	29,974	30,764	36,574	2.64	18.89
Two or More Races Households with Income \$50,000 to \$74,999	25,857	26,797	31,910	3.64	19.08
Two or More Races Households with Income \$75,000 to \$99,999	23,233	24,453	28,349	5.25	15.93
Two or More Races Households with Income \$100,000 to \$124,999	20,120	22,599	29,377	12.32	29.99
Two or More Races Households with Income \$125,000 to \$149,999	16,206	17,888	27,487	10.38	53.66
Two or More Races Households with Income \$150,000 to \$199,999	11,521	15,404	28,581	33.70	85.54
Two or More Races Households with Income \$200,000 and Over	16,060	21,471	39,238	33.69	82.75

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

Hispanic Households with Income Less than \$25,000	386,165	368,708	445,859	-4.52	20.92
Hispanic Households with Income \$25,000 to \$49,999	314,231	311,403	382,510	-0.90	22.83
Hispanic Households with Income \$50,000 to \$74,999	220,484	228,468	280,065	3.62	22.58
Hispanic Households with Income \$75,000 to \$99,999	140,248	162,018	193,519	15.52	19.44
Hispanic Households with Income \$100,000 to \$124,999	84,158	104,232	122,753	23.85	17.77
Hispanic Households with Income \$125,000 to \$149,999	47,549	66,237	74,303	39.30	12.18
Hispanic Households with Income \$150,000 to \$199,999	45,634	60,591	68,484	32.78	13.03
Hispanic Households with Income \$200,000 and Over	33,415	54,238	58,868	62.32	8.54

**White Non-Hispanic Households by Income**

White Non-Hispanic Households with Income Less than \$25,000	537,941	504,525	353,744	-6.21	-29.89
White Non-Hispanic Households with Income \$25,000 to \$49,999	592,088	559,266	423,215	-5.54	-24.33
White Non-Hispanic Households with Income \$50,000 to \$74,999	569,194	538,226	406,399	-5.44	-24.49
White Non-Hispanic Households with Income \$75,000 to \$99,999	493,135	471,152	393,574	-4.46	-16.47
White Non-Hispanic Households with Income \$100,000 to \$124,999	414,071	399,087	357,819	-3.62	-10.34
White Non-Hispanic Households with Income \$125,000 to \$149,999	305,206	301,069	327,465	-1.36	8.77
White Non-Hispanic Households with Income \$150,000 to \$199,999	370,084	367,019	414,680	-0.83	12.99
White Non-Hispanic Households with Income \$200,000 and Over	547,779	562,370	819,194	2.66	45.67

**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+)