



The NAIS Demographic Center 2010 Local Area Reports

CBSA : Philadelphia-Camden-Wilmington, PA-NJ-DE-MD

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 753,326 to 719,509 (**-4.49** percent) in the CBSA of **Philadelphia-Camden-Wilmington, PA-NJ-DE-MD**. This number is expected to increase by 4.58 percent during the next five years, totaling 752,468 in 2015.
2. The *School Age Population* group is expected to increase in 2015. Compared to the 2000-2010 increase of 4.19 percent, the population of children *Age 0 to 17 Years* is projected to increase by 0.24 percent from 1,503,732 in 2010 to 1,507,385 in 2015.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by **-0.07** percent from 728,593 in 2010 to 728,063 in 2015, while the *Male Population Age 0 to 17 Years* group will increase by 0.54 percent from 775,139 in 2010 to 779,322 in 2015.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by **-3.24** percent from 199,470 in 2010 to 193,016 in 2015, and decrease by **-1.88** percent for boys in the same age group from 213,626 in 2010 to 209,614 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	211,204	220,716	4.50	199,969	208,157	4.09
Age 5 to 9 Years	213,626	209,614	-1.88	199,470	193,016	-3.24
Age 10 to 13 Years	179,082	178,798	-0.16	168,699	168,022	-0.40
Age 14 to 17 Years	171,227	170,194	-0.60	160,455	158,868	-0.99

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 0.84 percent and 0.83 percent, respectively, between 2010 and 2015, while *Nursery or Preschool* is expected to increase by 7.47 percent from 125,058 in 2010 to 134,394 in 2015. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 7.25 percent and increase 7.67 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	125,058	134,394	7.47	64,238	69,165	7.67	60,820	65,229	7.25
Kindergarten	83,653	84,352	0.84	43,260	43,915	1.51	40,393	40,437	0.11
Grades 1 to 4	334,613	337,407	0.83	173,040	175,658	1.51	161,573	161,749	0.11
Grades 5 to 8	352,134	363,297	3.17	181,323	187,293	3.29	170,811	176,004	3.04
Grades 9 to 12	335,834	344,695	2.64	173,371	178,279	2.83	162,463	166,416	2.43

Enrollment in Private Schools

- The population enrolled in private schools increased by 6.00 percent during the years 2000-2010; and is expected to increase by 2.79 percent in 2015 from 301,889 in 2010 to 310,306 in 2015. While total public school enrollment increased 0.65 percent during the years 2000-2010, it will increase by 2.63 percent between 2010 and 2015.
- During 2000-2010, male preprimary enrollment in private schools increased by 26.86 percent and female preprimary enrollment by 25.26 percent. During 2010-2015, male preprimary enrollment in private schools is anticipated to increase by 10.28 percent from 43,647 in 2010 to 48,132 in 2015; while female preprimary enrollment is expected to increase by 9.84 percent from 41,326 in 2010 to 45,393 in 2015. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 0.28 percent and -0.43 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 4.89 percent between 2000-2010; the population of Hispanics increased by 47.02 percent; the Asian population increased by 43.82 percent. The Other population increased by 55.97 percent; and the White population increased by 0.47 percent during the years 2000-2010.
- While the White population represents 69.33 percent of the total population, it is expected to increase from 4,145,804 in 2010 to 4,156,775 in 2015 (0.26 percent). All other racial/ethnic groups are predicted to vary between 2010 and 2015, especially the Hispanic population, which will increase from 420,785 in 2010 to 466,328 in 2015 (10.82 percent).

Numbers of Affluent Families

- The number of families with school-age children and incomes of at least \$100,000 per year is predicted to change through 2015 as shown in the table below. In particular, *Families with one or more children aged 0-4 and Income \$150,000 and \$199,999* is expected to increase from 12,869 in 2010 to 16,854 in 2015 (30.97 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	26,968	34,820	29.12	17,473	24,112	38.00	12,869	16,854	30.97	8,443	11,554	36.85	6,541	9,013	37.79
Aged 5-9	27,094	32,689	20.65	17,555	22,637	28.95	12,929	15,822	22.38	8,483	10,847	27.87	6,572	8,462	28.76
Aged 10-13	22,810	28,158	23.45	14,779	19,499	31.94	10,885	13,629	25.21	7,141	9,344	30.85	5,533	7,289	31.74

Aged 14-17	21,754	26,716	22.81	14,095	18,501	31.26	10,381	12,931	24.56	6,811	8,865	30.16	5,277	6,916	31.06
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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 64.88 percent, from 2,568 in 2010 to 4,234 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	31,226	41,847	34.01	8,066	12,652	56.86	5,344	9,787	83.14
Income \$125,000 to \$149,999	14,428	19,297	33.75	5,292	7,575	43.14	2,568	4,234	64.88
Income \$150,000 to \$199,999	7,527	9,347	24.18	4,736	5,749	21.39	1,725	1,969	14.14
Income \$200,000 and Over	7,466	9,231	23.64	4,678	7,599	62.44	1,448	2,388	64.92

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 1,671 in 2010 to 2,335 in 2015 (39.74 percent).

	HISPANIC HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	6,581	9,900	50.43
Income \$125,000 to \$149,999	3,086	4,210	36.42
Income \$150,000 to \$199,999	1,731	2,044	18.08
Income \$200,000 and Over	1,671	2,335	39.74

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 135.26 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 90,174 in 2010 to 116,250 in 2015 (28.92 percent).

	HOUSEHOLDS BY HOME VALUE				
	2000	2010	2015	% Growth (2000-2010)	% Growth (2010-2015)
Less than \$250,000	1,327,718	1,125,394	1,088,285	-15.24	-3.30
\$250,000-\$299,999	63,929	150,401	179,302	135.26	19.22
\$300,000-\$399,999	54,173	132,533	139,808	144.65	5.49
\$400,000-\$499,999	21,403	90,174	116,250	321.31	28.92
\$500,000-\$749,999	17,811	83,176	85,414	366.99	2.69
\$750,000-\$999,999	5,684	38,727	52,802	581.33	36.34
More than \$1,000,000	5,373	20,963	24,937	290.15	18.96

Population with Higher Education

14. The number of people older than 25 years of age who hold college degrees in the CBSA of **Philadelphia-Camden-Wilmington, PA-NJ-DE-MD** increased 16.49 percent, from 643,392 in 2000 to 749,514 in 2010. This number is expected to increase by 6.53 percent through 2015. For people older than 25 years of age who hold graduate degrees, their numbers increased from 392,985 in 2000 to 453,240 in 2010 (15.33 percent), and it is forecasted this population will increase an additional 4.41 percent by the year 2015.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Philadelphia-Camden-Wilmington, PA-NJ-DE-MD** 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: Philadelphia-Camden-Wilmington, PA-NJ-DE-MD

CBSA Code: 37980

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

State Name: Pennsylvania

Dominant Profile: SUB_BUS

Description	2000	2010	2015 (2000-2010)	% Growth	% Growth Forecast
Total Population and Households					
Population	5,687,147	5,979,545	6,129,021	5.14	2.50
Households	2,134,404	2,318,224	2,384,770	8.61	2.87
Households with School Age Population					
Households with Children Age 0 to 17 Years	753,326	719,509	752,468	-4.49	4.58
Percent of Households with Children Age 0 to 17 Years	35.29	31.04	31.55	-12.04	1.64
School Age Population					
Population Age 0 to 17 Years	1,443,301	1,503,732	1,507,385	4.19	0.24
Population Age 0 to 4 Years	369,018	411,173	428,873	11.42	4.30
Population Age 5 to 9 Years	413,778	413,096	402,630	-0.16	-2.53
Population Age 10 to 13 Years	338,212	347,781	346,820	2.83	-0.28
Population Age 14 to 17 Years	322,293	331,682	329,062	2.91	-0.79
School Age Population by Gender					
Male Population Age 0 to 17 Years	738,945	775,139	779,322	4.90	0.54
Female Population Age 0 to 17 Years	704,356	728,593	728,063	3.44	-0.07
Male School Age Population by Age					
Male Population Age 0 to 4 Years	188,387	211,204	220,716	12.11	4.50
Male Population Age 5 to 9 Years	211,486	213,626	209,614	1.01	-1.88
Male Population Age 10 to 13 Years	173,548	179,082	178,798	3.19	-0.16
Male Population Age 14 to 17 Years	165,524	171,227	170,194	3.45	-0.60
Female School Age Population by Age					
Female Population Age 0 to 4 Years	180,631	199,969	208,157	10.71	4.09
Female Population Age 5 to 9 Years	202,292	199,470	193,016	-1.40	-3.24
Female Population Age 10 to 13 Years	164,664	168,699	168,022	2.45	-0.40
Female Population Age 14 to 17 Years	156,769	160,455	158,868	2.35	-0.99
Population in School					
Nursery or Preschool	115,125	125,058	134,394	8.63	7.47
Kindergarten	84,202	83,653	84,352	-0.65	0.84
Grades 1 to 4	336,808	334,613	337,407	-0.65	0.83
Grades 5 to 8	344,123	352,134	363,297	2.33	3.17
Grades 9 to 12	327,926	335,834	344,695	2.41	2.64
Population in School by Gender					
Male Enrolled in School	618,953	635,231	654,310	2.63	3.00
Female Enrolled in School	589,231	596,061	609,835	1.16	2.31
Male Population in School by Grade					

Male Nursery or Preschool	58,772	64,238	69,165	9.30	7.67
Male Kindergarten	43,036	43,260	43,915	0.52	1.51
Male Grades 1 to 4	172,146	173,040	175,658	0.52	1.51
Male Grades 5 to 8	176,581	181,323	187,293	2.69	3.29
Male Grades 9 to 12	168,417	173,371	178,279	2.94	2.83
Female Population in School by Grade					
Female Nursery or Preschool	56,353	60,820	65,229	7.93	7.25
Female Kindergarten	41,166	40,393	40,437	-1.88	0.11
Female Grades 1 to 4	164,662	161,573	161,749	-1.88	0.11
Female Grades 5 to 8	167,542	170,811	176,004	1.95	3.04
Female Grades 9 to 12	159,509	162,463	166,416	1.85	2.43
Population in School					
Education, Total Enrollment (Pop 3+)	1,208,184	1,231,292	1,264,145	1.91	2.67
Education, Not Enrolled in School (Pop 3+)	3,896,224	4,087,804	4,184,457	4.92	2.36
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	284,803	301,889	310,306	6.00	2.79
Education, Enrolled Private Preprimary (Pop 3+)	67,398	84,973	93,525	26.08	10.06
Education, Enrolled Private Elementary or High School (Pop 3+)	217,405	216,916	216,781	-0.22	-0.06
Education, Enrolled Public Schools (Pop 3+)	923,381	929,403	953,839	0.65	2.63
Education, Enrolled Public Preprimary (Pop 3+)	47,727	40,085	40,869	-16.01	1.96
Education, Enrolled Public Elementary or High School (Pop 3+)	875,654	889,318	912,970	1.56	2.66
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	145,825	155,611	160,412	6.71	3.09
Male Education, Enrolled Private Preprimary (Pop 3+)	34,407	43,647	48,132	26.86	10.28
Male Education, Enrolled Private Elementary or High School (Pop 3+)	111,418	111,963	112,280	0.49	0.28
Male Education, Enrolled Public Schools (Pop 3+)	473,128	479,620	493,898	1.37	2.98
Male Education, Enrolled Public Preprimary (Pop 3+)	24,365	20,590	21,033	-15.49	2.15
Male Education, Enrolled Public Elementary or High School (Pop 3+)	448,763	459,030	472,865	2.29	3.01
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	138,978	146,278	149,894	5.25	2.47
Female Education, Enrolled Private Preprimary (Pop 3+)	32,991	41,326	45,393	25.26	9.84
Female Education, Enrolled Private Elementary or High School (Pop 3+)	105,987	104,953	104,501	-0.98	-0.43
Female Education, Enrolled Public Schools (Pop 3+)	450,253	449,783	459,941	-0.10	2.26
Female Education, Enrolled Public Preprimary (Pop 3+)	23,362	19,495	19,836	-16.55	1.75
Female Education, Enrolled Public Elementary or High School (Pop 3+)	426,891	430,288	440,105	0.80	2.28
Population by Race					
White Population, Alone	4,126,232	4,145,804	4,156,775	0.47	0.26
Black Population, Alone	1,131,549	1,186,915	1,256,454	4.89	5.86
Asian Population, Alone	188,078	270,493	291,836	43.82	7.89
Other Population	241,288	376,333	423,956	55.97	12.65
Population by Ethnicity					
Hispanic Population	286,205	420,785	466,328	47.02	10.82
White Non-Hispanic Population	4,016,396	3,997,784	3,988,752	-0.46	-0.23
Population by Race As Percent of Total Population					

Percent of White Population, Alone	72.55	69.33	67.82	-4.44	-2.18
Percent of Black Population, Alone	19.90	19.85	20.50	-0.25	3.27
Percent of Asian Population, Alone	3.31	4.52	4.76	36.56	5.31
Percent of Other Population	4.24	6.29	6.92	48.35	10.02

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	5.03	7.04	7.61	39.96	8.10
Percent of White Non-Hispanic Population	70.62	66.86	65.08	-5.32	-2.66

Educational Attainment

Education Attainment, College (Pop 25+)	643,392	749,514	798,431	16.49	6.53
Education Attainment, Graduate Degree (Pop 25+)	392,985	453,240	473,225	15.33	4.41

Household Income

Household Income, Median (\$)	48,495	65,847	77,766	35.78	18.10
Household Income, Average (\$)	62,815	85,850	106,361	36.67	23.89

Households by Income

Households with Income Less than \$25,000	532,449	417,654	346,043	-21.56	-17.15
Households with Income \$25,000 to \$49,999	567,608	477,327	414,663	-15.91	-13.13
Households with Income \$50,000 to \$74,999	431,865	416,683	387,691	-3.52	-6.96
Households with Income \$75,000 to \$99,999	263,641	349,724	397,611	32.65	13.69
Households with Income \$100,000 to \$124,999	143,334	248,820	310,657	73.59	24.85
Households with Income \$125,000 to \$149,999	72,220	157,750	208,140	118.43	31.94
Households with Income \$150,000 to \$199,999	62,168	116,050	144,711	86.67	24.70
Households with Income \$200,000 and Over	61,119	134,216	175,254	119.60	30.58

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	16,656	26,968	34,820	61.91	29.12
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	18,677	27,094	32,689	45.07	20.65
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	15,266	22,810	28,158	49.42	23.45
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	14,547	21,754	26,716	49.54	22.81
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	8,401	17,473	24,112	107.99	38.00
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	9,420	17,555	22,637	86.36	28.95
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	7,700	14,779	19,499	91.94	31.94
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	7,337	14,095	18,501	92.11	31.26
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	7,290	12,869	16,854	76.53	30.97
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	8,174	12,929	15,822	58.17	22.38
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	6,681	10,885	13,629	62.92	25.21
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	6,367	10,381	12,931	63.04	24.56
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	4,019	8,443	11,554	110.08	36.85
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	4,506	8,483	10,847	88.26	27.87
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	3,683	7,141	9,344	93.89	30.85
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	3,510	6,811	8,865	94.05	30.16
Families with one or more children aged 0-4 and Income \$350,000 and over	3,106	6,541	9,013	110.59	37.79
Families with one or more children aged 5-9 and Income \$350,000 and over	3,483	6,572	8,462	88.69	28.76
Families with one or more children aged 10-13 and Income \$350,000 and over	2,847	5,533	7,289	94.34	31.74
Families with one or more children aged 14-17 and Income \$350,000 and over	2,713	5,277	6,916	94.51	31.06

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	1,327,718	1,125,394	1,088,285	-15.24	-3.30
Housing, Owner Households Valued \$250,000-\$299,999	63,929	150,401	179,302	135.26	19.22

Housing, Owner Households Valued \$300,000-\$399,999	54,173	132,533	139,808	144.65	5.49
Housing, Owner Households Valued \$400,000-\$499,999	21,403	90,174	116,250	321.31	28.92
Housing, Owner Households Valued \$500,000-\$749,999	17,811	83,176	85,414	366.99	2.69
Housing, Owner Households Valued \$750,000-\$999,999	5,684	38,727	52,802	581.33	36.34
Housing, Owner Households Valued More than \$1,000,000	5,373	20,963	24,937	290.15	18.96

Households by Length of Residence

Length of Residence Less than 2 Years	95,273	583,639	643,649	512.60	10.28
Length of Residence 3 to 5 Years	142,910	875,458	965,474	512.59	10.28
Length of Residence 6 to 10 Years	507,465	621,099	653,416	22.39	5.20
Length of Residence More than 10 Years	1,388,756	238,029	122,231	-82.86	-48.65

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	325,308	224,929	169,734	-30.86	-24.54
White Households with Income \$25,000 to \$49,999	409,601	307,932	247,495	-24.82	-19.63
White Households with Income \$50,000 to \$74,999	344,239	297,766	261,154	-13.50	-12.30
White Households with Income \$75,000 to \$99,999	223,364	269,617	287,108	20.71	6.49
White Households with Income \$100,000 to \$124,999	126,380	204,184	246,371	61.56	20.66
White Households with Income \$125,000 to \$149,999	64,293	135,462	177,034	110.69	30.69
White Households with Income \$150,000 to \$199,999	56,629	102,062	127,646	80.23	25.07
White Households with Income \$200,000 and Over	56,005	120,624	156,036	115.38	29.36

Black Households by Income

Black Households with Income Less than \$25,000	164,393	134,523	126,381	-18.17	-6.05
Black Households with Income \$25,000 to \$49,999	121,493	115,140	116,201	-5.23	0.92
Black Households with Income \$50,000 to \$74,999	64,744	78,397	85,010	21.09	8.44
Black Households with Income \$75,000 to \$99,999	29,853	54,667	68,542	83.12	25.38
Black Households with Income \$100,000 to \$124,999	11,602	31,226	41,847	169.14	34.01
Black Households with Income \$125,000 to \$149,999	5,010	14,428	19,297	187.98	33.75
Black Households with Income \$150,000 to \$199,999	3,255	7,527	9,347	131.24	24.18
Black Households with Income \$200,000 and Over	3,148	7,466	9,231	137.17	23.64

Asian Households by Income

Asian Households with Income Less than \$25,000	14,943	17,770	14,741	18.92	-17.05
Asian Households with Income \$25,000 to \$49,999	15,332	18,834	17,173	22.84	-8.82
Asian Households with Income \$50,000 to \$74,999	11,563	17,231	15,262	49.02	-11.43
Asian Households with Income \$75,000 to \$99,999	6,438	12,814	18,983	99.04	48.14
Asian Households with Income \$100,000 to \$124,999	3,631	8,066	12,652	122.14	56.86
Asian Households with Income \$125,000 to \$149,999	2,188	5,292	7,575	141.86	43.14
Asian Households with Income \$150,000 to \$199,999	1,754	4,736	5,749	170.01	21.39
Asian Households with Income \$200,000 and Over	1,517	4,678	7,599	208.37	62.44

Other Households by Income

Other Households with Income Less than \$25,000	27,805	40,432	35,187	45.41	-12.97
Other Households with Income \$25,000 to \$49,999	21,182	35,421	33,794	67.22	-4.59
Other Households with Income \$50,000 to \$74,999	11,319	23,289	26,265	105.75	12.78
Other Households with Income \$75,000 to \$99,999	3,986	12,626	22,978	216.76	81.99
Other Households with Income \$100,000 to \$124,999	1,721	5,344	9,787	210.52	83.14
Other Households with Income \$125,000 to \$149,999	729	2,568	4,234	252.26	64.88
Other Households with Income \$150,000 to \$199,999	530	1,725	1,969	225.47	14.14
Other Households with Income \$200,000 and Over	449	1,448	2,388	222.49	64.92

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

Hispanic Households with Income Less than \$25,000	33,112	39,272	38,216	18.60	-2.69
Hispanic Households with Income \$25,000 to \$49,999	23,551	31,275	33,796	32.80	8.06
Hispanic Households with Income \$50,000 to \$74,999	12,921	21,403	24,818	65.65	15.96
Hispanic Households with Income \$75,000 to \$99,999	5,112	13,633	21,042	166.69	54.35
Hispanic Households with Income \$100,000 to \$124,999	2,093	6,581	9,900	214.43	50.43
Hispanic Households with Income \$125,000 to \$149,999	888	3,086	4,210	247.52	36.42
Hispanic Households with Income \$150,000 to \$199,999	644	1,731	2,044	168.79	18.08
Hispanic Households with Income \$200,000 and Over	540	1,671	2,335	209.44	39.74

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	313,670	220,012	164,776	-29.86	-25.11
White Non-Hispanic Households with Income \$25,000 to \$49,999	401,397	303,386	241,758	-24.42	-20.31
White Non-Hispanic Households with Income \$50,000 to \$74,999	338,987	293,458	255,747	-13.43	-12.85
White Non-Hispanic Households with Income \$75,000 to \$99,999	220,552	263,924	279,923	19.67	6.06
White Non-Hispanic Households with Income \$100,000 to \$124,999	124,852	198,696	240,230	59.15	20.90
White Non-Hispanic Households with Income \$125,000 to \$149,999	63,576	130,843	172,253	105.81	31.65
White Non-Hispanic Households with Income \$150,000 to \$199,999	56,033	98,801	124,653	76.33	26.17
White Non-Hispanic Households with Income \$200,000 and Over	55,469	116,475	152,495	109.98	30.93

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+)