



The NAIS Demographic Center 2012 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 – 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* shrank from 747,356 to 732,325 (-2.01 percent) in the CBSA of **Philadelphia-Camden-Wilmington, PA-NJ-DE-MD**. This number is expected to decrease by -3.84 percent during the next five years, totaling 704,191 in 2017.
- The *School Age Population* group is expected to increase in 2017. Compared to the 2010-2012 increase of 0.06 percent, the population of children *Age 0 to 17 Years* is projected to increase by 0.38 percent from 1,391,654 in 2012 to 1,396,875 in 2017.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 0.02 percent from 679,970 in 2012 to 680,094 in 2017, while the *Male Population Age 0 to 17 Years* group will increase by 0.72 percent from 711,684 in 2012 to 716,781 in 2017.

Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 6.37 percent from 188,393 in 2012 to 200,401 in 2017, and increase by 8.45 percent for boys in the same age group from 197,274 in 2012 to 213,953 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	182,104	165,321	-9.22	173,508	153,954	-11.27
Age 5 to 9 Years	197,274	213,953	8.45	188,393	200,401	6.37
Age 10 to 13 Years	160,453	159,957	-0.31	153,920	156,473	1.66
Age 14 to 17 Years	171,853	177,550	3.32	164,149	169,266	3.12

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 13.98 percent and 9.88 percent, respectively, between 2012 and 2017, while *Nursery or Preschool* is expected to increase by 3.45 percent from 108,065 in 2012 to 111,790 in 2017. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 2.24 percent and increase 4.60 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	108,065	111,790	3.45	55,339	57,885	4.60	52,726	53,905	2.24
Kindergarten	80,898	92,205	13.98	41,380	47,610	15.06	39,518	44,595	12.85
Grades 1 to 4	314,640	345,737	9.88	160,943	178,522	10.92	153,697	167,215	8.80
Grades 5 to 8	303,573	298,112	-1.80	154,941	150,697	-2.74	148,632	147,415	-0.82
Grades 9 to 12	356,643	385,409	8.07	182,410	197,307	8.17	174,233	188,102	7.96

Enrollment in Private Schools

- The population enrolled in private schools decreased by -2.72 percent during the years 2010-2012; and is expected to decrease by -4.86 percent in 2017 from 235,222 in 2012 to 223,784 in 2017. While total public school enrollment increased 2.76 percent during the years 2010-2012, it will increase by 8.71 percent between 2012 and 2017.
- During 2010-2012, male preprimary enrollment in private schools decreased by -2.61 percent and female preprimary enrollment by -3.61 percent. During 2012-2017, male preprimary enrollment in private schools is anticipated to decrease by -5.70 percent from 30,462 in 2012 to 28,725 in 2017; while female preprimary enrollment is expected to decrease by -7.84 percent from 29,024 in 2012 to 26,749 in 2017. Further, the anticipated changes in male and female enrollment rates for elementary and high school are -4.08 percent and -4.38 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 2.88 percent between 2010-2012; the population of Hispanics increased by 9.79 percent; the Asian population increased by 9.92 percent; the American Indian and Alaska Native population increased by 4.74 percent. The Other Race population increased by 1.25 percent; and the population of Two or More Races increased by 10.18 percent; and the White population decreased by -1.08 percent during the years 2010-2012.
- While the White population represents 67.03 percent of the total population, it is expected to decrease from 4,024,527 in 2012 to 3,884,427 in 2017 (-3.48 percent). All other racial/ethnic groups are predicted to vary between 2012 and 2017, especially the Hispanic population, which will increase from 513,986 in 2012 to 661,895 in 2017 (28.78 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 17,639 in 2012 to 19,211 in 2017 (8.91 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	23,297	19,497	-16.31	16,701	16,389	-1.87	17,639	19,211	8.91	10,689	14,819	38.64	8,176	11,751	43.73
Aged 5-9	25,266	25,304	0.15	18,112	21,270	17.44	18,130	24,932	30.33	11,592	19,232	65.91	8,867	15,251	72.00
Aged 10-13	20,595	19,324	-6.17	14,764	16,243	10.02	15,594	19,040	22.10	9,449	14,687	55.43	7,228	11,646	61.12

Aged 14-17	22.012	21.179	-3.78	15.780	17.803	12.82	16.666	20.868	25.21	10.099	16.098	59.40	7.726	12.765	65.22
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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 131.39 percent, from 1,459 in 2012 to 3,376 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	28,351	33,122	16.83	7,872	13,821	75.57	599	2,737	356.93	3,742	5,893	57.48	4,605	6,108	63.23
Income \$125,000 to \$149,999	15,056	18,329	21.74	6,314	9,303	47.34	330	650	96.97	1,459	3,376	131.39	3,146	5,245	66.72
Income \$150,000 to \$199,999	12,413	15,331	23.51	7,544	10,437	38.35	142	456	221.13	2,108	2,269	7.64	2,674	4,797	79.39
Income \$200,000 and Over	8,286	10,720	29.37	3,683	11,461	211.19	61	259	324.59	939	2,570	173.70	3,308	6,816	106.05

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 4,436 in 2012 to 5,279 in 2017 (19.00 percent).

	HISPANIC HOUSEHOLDS		
	2012	2017	% Growth (2012-2017)
Income \$100,000 to \$124,999	9,733	12,714	30.63
Income \$125,000 to \$149,999	6,621	7,932	19.80
Income \$150,000 to \$199,999	5,709	5,931	3.89
Income \$200,000 and Over	4,436	5,279	19.00

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 6.71 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increased from 138,488 in 2012 to 142,657 in 2017 (3.01 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2012	2017	% Growth (2010-2012)	% Growth (2012-2017)
Less than \$250,000	783,829	754,206	686,020	-3.76	-9.04
\$250,000-\$299,999	192,522	205,433	249,346	6.71	21.38
\$300,000-\$399,999	268,559	268,511	272,648	-0.02	1.54
\$400,000-\$499,999	137,605	138,488	142,657	0.64	3.01
\$500,000-\$749,999	109,829	109,752	111,359	-0.07	1.46
\$750,000-\$999,999	31,405	32,641	36,940	3.94	13.17
More than \$1,000,000	23,316	23,434	24,193	0.51	3.24

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Philadelphia-Camden-Wilmington, PA-NJ-DE-MD** increased 1.85 percent, from 792,151 in 2010 to 806,777 in 2012. This number is expected to increase by 4.80 percent through 2017. For people older than 25 years of age who hold graduate degrees, their numbers increased from 521,367 in 2010 to 536,815 in 2012 (2.96 percent), and it is forecasted this population will increase an additional 8.72 percent by the year 2017.

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)? ^[1]
- 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 ^[2] 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](#), 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).
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](#)

^[1] 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>.

^[2] 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: 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	2010	2012	2017 (2010-2012)	% Growth Forecast
Total Population and Households				
Population	5,965,343	6,004,247	6,115,805	0.65
Households	2,260,312	2,271,555	2,355,029	0.50
Households with School Age Population				
Households with Children Age 0 to 17 Years	747,356	732,325	704,191	-2.01
Percent of Households with Children Age 0 to 17 Years	33.06	32.24	29.90	-2.48
School Age Population				
Population Age 0 to 17 Years	1,390,882	1,391,654	1,396,875	0.06
Population Age 0 to 4 Years	367,858	355,612	319,275	-3.33
Population Age 5 to 9 Years	376,516	385,667	414,354	2.43
Population Age 10 to 13 Years	313,675	314,373	316,430	0.22
Population Age 14 to 17 Years	332,833	336,002	346,816	0.95
School Age Population by Gender				
Male Population Age 0 to 17 Years	709,767	711,684	716,781	0.27
Female Population Age 0 to 17 Years	681,115	679,970	680,094	-0.17
Male School Age Population by Age				
Male Population Age 0 to 4 Years	187,426	182,104	165,321	-2.84
Male Population Age 5 to 9 Years	192,091	197,274	213,953	2.70
Male Population Age 10 to 13 Years	160,123	160,453	159,957	0.21
Male Population Age 14 to 17 Years	170,127	171,853	177,550	1.01
Female School Age Population by Age				
Female Population Age 0 to 4 Years	180,432	173,508	153,954	-3.84
Female Population Age 5 to 9 Years	184,425	188,393	200,401	2.15
Female Population Age 10 to 13 Years	153,552	153,920	156,473	0.24
Female Population Age 14 to 17 Years	162,706	164,149	169,266	0.89
Population in School				
Nursery or Preschool	107,782	108,065	111,790	0.26
Kindergarten	77,834	80,898	92,205	3.94
Grades 1 to 4	305,708	314,640	345,737	2.92
Grades 5 to 8	306,323	303,573	298,112	-0.90
Grades 9 to 12	347,810	356,643	385,409	2.54
Population in School by Gender				
Male Enrolled in School	584,744	595,013	632,022	1.76
Female Enrolled in School	560,713	568,806	601,231	1.44
Male Population in School by Grade				
Male Nursery or Preschool	54,916	55,339	57,885	0.77
Male Kindergarten	39,709	41,380	47,610	4.21
Male Grades 1 to 4	155,966	160,943	178,522	3.19
Male Grades 5 to 8	156,370	154,941	150,697	-0.91
Male Grades 9 to 12	177,782	182,410	197,307	2.60
Female Population in School by Grade				
Female Nursery or Preschool	52,866	52,726	53,905	-0.26
Female Kindergarten	38,125	39,518	44,595	3.65
Female Grades 1 to 4	149,742	153,697	167,215	2.64
Female Grades 5 to 8	149,953	148,632	147,415	-0.88
Female Grades 9 to 12	170,028	174,233	188,102	2.47
Population in School				
Education, Total Enrollment (Pop 3+)	1,145,457	1,163,819	1,233,253	1.60
Education, Not Enrolled in School (Pop 3+)	4,121,939	4,129,710	4,125,441	0.19
Population in Public vs Private School				
Education, Enrolled Private Schools (Pop 3+)	241,787	235,222	223,784	-2.72
Education, Enrolled Private Preprimary (Pop 3+)	61,389	59,486	55,474	-3.10
Education, Enrolled Private Elementary or High School (Pop 3+)	180,398	175,736	168,310	-2.58
Education, Enrolled Public Schools (Pop 3+)	903,670	928,597	1,009,469	2.76
Education, Enrolled Public Preprimary (Pop 3+)	46,393	48,579	56,316	4.71
Education, Enrolled Public Elementary or High School (Pop 3+)	857,277	880,018	953,153	2.65
Population in Public vs Private School by Gender				
Male Population in Public vs Private School				
Male Education, Enrolled Private Schools (Pop 3+)	123,383	120,292	114,888	-2.51
Male Education, Enrolled Private Preprimary (Pop 3+)	31,278	30,462	28,725	-2.61
Male Education, Enrolled Private Elementary or High School (Pop 3+)	92,105	89,830	86,163	-2.47
Male Education, Enrolled Public Schools (Pop 3+)	461,361	474,721	517,135	2.90
Male Education, Enrolled Public Preprimary (Pop 3+)	23,638	24,877	29,160	5.24
Male Education, Enrolled Public Elementary or High School (Pop 3+)	437,723	449,844	487,974	2.77
Female Population in Public vs Private School				
Female Education, Enrolled Private Schools (Pop 3+)	118,404	114,930	108,896	-2.93
Female Education, Enrolled Private Preprimary (Pop 3+)	30,111	29,024	26,749	-3.61
Female Education, Enrolled Private Elementary or High School (Pop 3+)	88,293	85,906	82,147	-2.70
Female Education, Enrolled Public Schools (Pop 3+)	442,309	453,876	492,334	2.62
Female Education, Enrolled Public Preprimary (Pop 3+)	22,755	23,702	27,156	4.16
Female Education, Enrolled Public Elementary or High School (Pop 3+)	419,554	430,174	465,179	2.53
Population by Race				
White Population, Alone	4,068,351	4,024,527	3,884,427	-1.08
Black Population, Alone	1,241,780	1,277,502	1,373,674	2.88
Asian Population, Alone	297,982	327,545	424,336	9.92

American Indian and Alaska Native Population, Alone	16,340	17,114	20,330	4.74	18.79
Other Race Population, Alone	202,007	204,542	212,366	1.25	3.83
Two or More Races Population	138,883	153,017	200,672	10.18	31.14
Population by Ethnicity					
Hispanic Population	468,168	513,986	661,895	9.79	28.78
White Non-Hispanic Population	3,875,842	3,789,182	3,587,180	-2.24	-5.33
Population by Race As Percent of Total Population					
Percent of White Population, Alone	68.20	67.03	63.51	-1.72	-5.25
Percent of Black Population, Alone	20.82	21.28	22.46	2.21	5.55
Percent of Asian Population, Alone	5.00	5.46	6.94	9.20	27.11
Percent of American Indian and Alaska Native Population, Alone	0.27	0.29	0.33	7.41	13.79
Percent of Other Race Population, Alone	3.39	3.41	3.47	0.59	1.76
Percent of Two or More Races Population, Alone	2.33	2.55	3.28	9.44	28.63
Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	7.85	8.56	10.82	9.04	26.40
Percent of White Non-Hispanic Population	64.97	63.11	58.65	-2.86	-7.07
Educational Attainment					
Education Attainment, Bachelor's Degree (Pop 25+)	792,151	806,777	845,539	1.85	4.80
Education Attainment, Master's Degree (Pop 25+)	351,744	362,180	393,172	2.97	8.56
Education Attainment, Professional Degree (Pop 25+)	105,616	109,442	121,088	3.62	10.64
Education Attainment, Doctorate Degree (Pop 25+)	64,007	65,193	69,367	1.85	6.40
Household Income					
Household Income, Median (\$)	65,271	66,302	78,131	1.58	17.84
Household Income, Average (\$)	85,916	87,195	107,944	1.49	23.80
Households by Income					
Households with Income Less than \$25,000	443,649	438,027	391,926	-1.27	-10.52
Households with Income \$25,000 to \$49,999	453,448	449,340	402,882	-0.91	-10.34
Households with Income \$50,000 to \$74,999	381,538	380,962	346,193	-0.15	-9.13
Households with Income \$75,000 to \$99,999	298,029	300,791	291,531	0.93	-3.08
Households with Income \$100,000 to \$124,999	219,526	223,122	241,381	1.64	8.18
Households with Income \$125,000 to \$149,999	148,581	152,688	188,578	2.76	23.51
Households with Income \$150,000 to \$199,999	155,483	159,374	209,090	2.50	31.19
Households with Income \$200,000 and Over	160,058	167,251	283,448	4.49	69.47
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	24,239	23,297	19,497	-3.89	-16.31
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	24,809	25,266	25,304	1.84	0.15
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	20,669	20,595	19,324	-0.36	-6.17
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	21,931	22,012	21,179	0.37	-3.78
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	17,201	16,701	16,389	-2.91	-1.87
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	17,606	18,112	21,270	2.87	17.44
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	14,667	14,764	16,243	0.66	10.02
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	15,563	15,780	17,803	1.39	12.82
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	18,203	17,639	19,211	-3.10	8.91
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	18,631	19,130	24,932	2.68	30.33
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	15,522	15,594	19,040	0.46	22.10
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	16,470	16,666	20,868	1.19	25.21
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	10,851	10,689	14,819	-1.49	38.64
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	11,106	11,592	19,232	4.38	65.91
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	9,253	9,449	14,687	2.12	55.43
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	9,818	10,099	16,098	2.86	59.40
Families with one or more children aged 0-4 and Income \$350,000 and over	8,224	8,176	11,751	-0.58	43.73
Families with one or more children aged 5-9 and Income \$350,000 and over	8,418	8,867	15,251	5.33	72.00
Families with one or more children aged 10-13 and Income \$350,000 and over	7,013	7,228	11,646	3.07	61.12
Families with one or more children aged 14-17 and Income \$350,000 and over	7,441	7,726	12,765	3.83	65.22
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	783,829	754,206	686,020	-3.78	-9.04
Housing, Owner Households Valued \$250,000-\$299,999	192,522	205,433	249,346	6.71	21.38
Housing, Owner Households Valued \$300,000-\$399,999	268,559	268,511	272,648	-0.02	1.54
Housing, Owner Households Valued \$400,000-\$499,999	137,605	138,488	142,657	0.64	3.01
Housing, Owner Households Valued \$500,000-\$749,999	109,829	109,752	111,359	-0.07	1.46
Housing, Owner Households Valued \$750,000-\$999,999	31,405	32,641	36,940	3.94	13.17
Housing, Owner Households Valued More than \$1,000,000	23,316	23,434	24,193	0.51	3.24
Households by Length of Residence					
Length of Residence Less than 2 Years	245,220	271,488	358,894	10.71	32.20
Length of Residence 3 to 5 Years	367,830	407,233	538,342	10.71	32.20
Length of Residence 6 to 10 Years	793,731	770,156	717,300	-2.97	-6.86
Length of Residence More than 10 Years	853,532	822,678	740,493	-3.61	-9.99
Households by Race and Income					
White Households by Income					
White Households with Income Less than \$25,000	238,405	232,494	173,423	-2.48	-25.41
White Households with Income \$25,000 to \$49,999	292,312	286,344	225,136	-2.04	-21.38
White Households with Income \$50,000 to \$74,999	272,723	268,179	220,757	-1.67	-17.68
White Households with Income \$75,000 to \$99,999	228,192	225,598	205,552	-1.14	-8.89
White Households with Income \$100,000 to \$124,999	179,003	177,953	179,700	-0.59	0.98
White Households with Income \$125,000 to \$149,999	126,001	126,383	151,675	0.30	20.01
White Households with Income \$150,000 to \$199,999	133,474	134,493	175,800	0.76	30.71
White Households with Income \$200,000 and Over	147,737	150,974	251,622	2.19	66.67
Black Households by Income					
Black Households with Income Less than \$25,000	158,964	157,445	170,462	-0.96	8.27
Black Households with Income \$25,000 to \$49,999	121,492	122,019	133,893	0.43	9.73
Black Households with Income \$50,000 to \$74,999	75,785	78,268	87,765	3.28	12.13
Black Households with Income \$75,000 to \$99,999	44,443	48,257	55,013	8.58	14.00
Black Households with Income \$100,000 to \$124,999	25,286	28,351	33,122	12.12	16.83
Black Households with Income \$125,000 to \$149,999	12,376	15,056	18,329	21.65	21.74
Black Households with Income \$150,000 to \$199,999	10,792	12,413	15,331	15.02	23.51

Black Households with Income \$200,000 and Over	6,367	8,286	10,720	30.14	29.37
Asian Households by Income					
Asian Households with Income Less than \$25,000	22,185	23,401	24,562	5.48	4.96
Asian Households with Income \$25,000 to \$49,999	19,899	20,721	22,952	4.13	10.77
Asian Households with Income \$50,000 to \$74,999	16,752	17,882	20,197	6.75	12.95
Asian Households with Income \$75,000 to \$99,999	11,816	12,955	17,563	9.64	35.57
Asian Households with Income \$100,000 to \$124,999	6,890	7,872	13,821	14.25	75.57
Asian Households with Income \$125,000 to \$149,999	5,688	6,314	9,303	11.01	47.34
Asian Households with Income \$150,000 to \$199,999	6,718	7,544	10,437	12.30	38.35
Asian Households with Income \$200,000 and Over	2,483	3,683	11,461	48.33	211.19
American Indian and Alaska Native Households					
American Indian and Alaska Native Households with Income Less than \$25,000	482	489	422	1.45	-13.70
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	566	574	547	1.41	-4.70
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	1,274	1,290	592	1.26	-54.11
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	2,245	2,315	1,088	3.12	-53.00
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	586	599	2,737	2.22	356.93
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	328	330	650	0.61	96.97
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	142	142	456	0.00	221.13
American Indian and Alaska Native Households with Income \$200,000 and Over	61	61	259	0.00	324.59
Other Race Households by Income					
Other Race Households with Income Less than \$25,000	17,241	17,721	16,451	2.78	-7.17
Other Race Households with Income \$25,000 to \$49,999	13,629	14,009	13,750	2.79	-1.85
Other Race Households with Income \$50,000 to \$74,999	10,153	10,385	11,113	2.29	7.01
Other Race Households with Income \$75,000 to \$99,999	6,739	6,867	7,219	1.90	5.13
Other Race Households with Income \$100,000 to \$124,999	3,710	3,742	5,893	0.86	57.48
Other Race Households with Income \$125,000 to \$149,999	1,496	1,459	3,376	-2.47	131.39
Other Race Households with Income \$150,000 to \$199,999	2,021	2,108	2,269	4.30	7.64
Other Race Households with Income \$200,000 and Over	932	939	2,570	0.75	173.70
Two or More Races Households by Income					
Two or More Races Households with Income Less than \$25,000	6,372	6,477	6,606	1.65	1.99
Two or More Races Households with Income \$25,000 to \$49,999	5,550	5,673	6,604	2.22	16.41
Two or More Races Households with Income \$50,000 to \$74,999	4,851	4,958	5,769	2.21	16.36
Two or More Races Households with Income \$75,000 to \$99,999	4,594	4,799	5,096	4.46	6.19
Two or More Races Households with Income \$100,000 to \$124,999	4,051	4,605	6,108	13.68	32.64
Two or More Races Households with Income \$125,000 to \$149,999	2,692	3,146	5,245	16.86	66.72
Two or More Races Households with Income \$150,000 to \$199,999	2,336	2,674	4,797	14.47	79.39
Two or More Races Households with Income \$200,000 and Over	2,478	3,308	6,816	33.49	106.05
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	42,694	42,049	54,731	-1.51	30.16
Hispanic Households with Income \$25,000 to \$49,999	31,508	32,548	43,890	3.30	34.85
Hispanic Households with Income \$50,000 to \$74,999	20,912	22,629	30,239	8.21	33.63
Hispanic Households with Income \$75,000 to \$99,999	13,528	16,270	20,838	20.27	28.08
Hispanic Households with Income \$100,000 to \$124,999	7,824	9,733	12,714	24.40	30.63
Hispanic Households with Income \$125,000 to \$149,999	4,748	6,621	7,932	39.45	19.80
Hispanic Households with Income \$150,000 to \$199,999	3,408	5,709	5,931	67.52	3.89
Hispanic Households with Income \$200,000 and Over	2,960	4,436	5,279	49.86	19.00
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	224,611	212,884	151,836	-5.22	-28.68
White Non-Hispanic Households with Income \$25,000 to \$49,999	283,364	270,886	204,368	-4.40	-24.56
White Non-Hispanic Households with Income \$50,000 to \$74,999	266,933	257,024	204,632	-3.71	-20.38
White Non-Hispanic Households with Income \$75,000 to \$99,999	223,241	217,627	194,259	-2.51	-10.74
White Non-Hispanic Households with Income \$100,000 to \$124,999	174,558	172,509	172,252	-1.17	-0.15
White Non-Hispanic Households with Income \$125,000 to \$149,999	121,765	122,834	146,831	0.88	19.54
White Non-Hispanic Households with Income \$150,000 to \$199,999	129,414	131,744	171,026	1.80	29.82
White Non-Hispanic Households with Income \$200,000 and Over	139,731	147,898	246,814	5.84	66.88

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+)