



The NAIS Demographic Center 2010 Local Area Reports

CBSA : Phoenix-Mesa-Scottsdale, AZ

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* grew from 425,638 to 531,633 (24.90 percent) in the CBSA of **Phoenix-Mesa-Scottsdale, AZ**. This number is expected to increase by 12.12 percent during the next five years, totaling 596,074 in 2015.
2. The *School Age Population* group is expected to increase in 2015. Compared to the 2000-2010 increase of 37.32 percent, the population of children *Age 0 to 17 Years* is projected to increase by 8.55 percent from 1,198,898 in 2010 to 1,301,443 in 2015.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 8.54 percent from 577,345 in 2010 to 626,656 in 2015, while the *Male Population Age 0 to 17 Years* group will increase by 8.49 percent from 618,693 in 2010 to 671,206 in 2015.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 8.20 percent from 175,326 in 2010 to 189,704 in 2015, and increase by 7.83 percent for boys in the same age group from 188,257 in 2010 to 202,990 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	191,688	216,304	12.84	178,961	202,852	13.35
Age 5 to 9 Years	188,257	202,990	7.83	175,326	189,704	8.20
Age 10 to 13 Years	117,440	123,445	5.11	110,413	115,855	4.93
Age 14 to 17 Years	121,308	128,467	5.90	112,645	118,245	4.97

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 10.94 percent and 10.93 percent, respectively, between 2010 and 2015, while *Nursery or Preschool* is expected to increase by 16.54 percent from 74,379 in 2010 to 86,681 in 2015. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 16.81 percent and increase 16.29 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	74,379	86,681	16.54	38,466	44,731	16.29	35,913	41,950	16.81
Kindergarten	71,119	78,896	10.94	36,824	40,782	10.75	34,295	38,113	11.13
Grades 1 to 4	284,475	315,582	10.93	147,296	163,130	10.75	137,179	152,452	11.13
Grades 5 to 8	222,846	240,387	7.87	114,859	124,005	7.96	107,986	116,381	7.77
Grades 9 to 12	228,812	247,833	8.31	118,642	129,051	8.77	110,170	118,782	7.82

Enrollment in Private Schools

6. The population enrolled in private schools increased by 46.58 percent during the years 2000-2010; and is expected to increase by 14.31 percent in 2015 from 93,052 in 2010 to 106,368 in 2015. While total public school enrollment increased 29.96 percent during the years 2000-2010, it will increase by 9.44 percent between 2010 and 2015.
7. During 2000-2010, male preprimary enrollment in private schools increased by 75.55 percent and female preprimary enrollment by 71.73 percent. During 2010-2015, male preprimary enrollment in private schools is anticipated to increase by 22.19 percent from 21,254 in 2010 to 25,971 in 2015; while female preprimary enrollment is expected to increase by 22.74 percent from 19,842 in 2010 to 24,355 in 2015. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 7.94 percent and 7.78 percent, respectively.

Population by Race and Ethnicity

8. The African American population increased by 52.78 percent between 2000-2010; the population of Hispanics increased by 65.14 percent; the Asian population increased by 87.05 percent. The Other ^[1] population increased by 37.46 percent; and the White population increased by 32.68 percent during the years 2000-2010.
9. While the White population represents 75.40 percent of the total population, it is expected to increase from 3,320,940 in 2010 to 3,544,891 in 2015 (6.74 percent). All other racial/ethnic groups are predicted to vary between 2010 and 2015, especially the Hispanic population, which will increase from 1,349,219 in 2010 to 1,504,689 in 2015 (11.52 percent).

Numbers of Affluent Families

10. The number of families with school-age children and incomes of at least \$100,000 per year is predicted to change through 2015 as shown in the table below. In particular, *Families with one or more children aged 0-4 and Income \$150,000 and \$199,999* is expected to increase from 8,130 in 2010 to 12,334 in 2015 (51.71 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	18,498	28,078	51.79	11,031	17,862	61.93	8,130	12,334	51.71	5,459	8,436	54.53	4,042	6,523	61.38
Aged 5-9	18,145	26,306	44.98	10,820	16,734	54.66	7,975	11,555	44.89	5,355	7,903	47.58	3,965	6,111	54.12
Aged 10-13	11,371	16,030	40.97	6,781	10,197	50.38	4,998	7,041	40.88	3,356	4,816	43.50	2,485	3,724	49.86

Aged 14-17	11,676	16,527	41.55	6,963	10,513	50.98	5,132	7,259	41.45	3,446	4,965	44.08	2,552	3,839	50.43
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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 155.16 percent, from 3,265 in 2010 to 8,331 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	4,331	7,329	69.22	4,207	8,016	90.54	8,288	19,414	134.24
Income \$125,000 to \$149,999	2,006	3,248	61.91	2,349	4,847	106.34	3,265	8,331	155.16
Income \$150,000 to \$199,999	1,398	1,572	12.45	1,922	2,755	43.34	1,751	3,223	84.07
Income \$200,000 and Over	1,449	2,384	64.53	1,744	3,537	102.81	1,854	3,410	83.93

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 4,055 in 2010 to 6,548 in 2015 (61.48 percent).

	HISPANIC HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	19,218	34,272	78.33
Income \$125,000 to \$149,999	8,495	16,139	89.98
Income \$150,000 to \$199,999	4,431	6,414	44.75
Income \$200,000 and Over	4,055	6,548	61.48

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 234.74 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 69,219 in 2010 to 100,906 in 2015 (45.78 percent).

	HOUSEHOLDS BY HOME VALUE				
	2000	2010	2015	% Growth (2000-2010)	% Growth (2010-2015)
Less than \$250,000	719,931	785,447	809,348	9.10	3.04
\$250,000-\$299,999	32,342	108,262	145,735	234.74	34.61
\$300,000-\$399,999	30,025	97,813	117,256	225.77	19.88
\$400,000-\$499,999	12,580	69,219	100,906	450.23	45.78
\$500,000-\$749,999	10,628	59,977	70,046	464.33	16.79
\$750,000-\$999,999	3,687	26,018	40,090	605.67	54.09
More than \$1,000,000	4,524	18,629	24,141	311.78	29.59

Population with Higher Education

14. The number of people older than 25 years of age who hold college degrees in the CBSA of **Phoenix-Mesa-Scottsdale, AZ** increased 53.68 percent, from 340,455 in 2000 to 523,227 in 2010. This number is expected to increase by 15.83 percent through 2015. For people older than 25 years of age who hold graduate degrees, their numbers increased from 173,479 in 2000 to 263,989 in 2010 (52.17 percent), and it is forecasted this population will increase an additional 12.88 percent by the year 2015.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Phoenix-Mesa-Scottsdale, AZ** 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: Phoenix-Mesa-Scottsdale, AZ

CBSA Code: 38060

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

State Name: Arizona

Dominant Profile: NEW_HOMES

Description	2000	2010	2015	% Growth (2000-2010)	% Growth Forecast (2010-2015)
Total Population and Households					
Population	3,251,876	4,404,525	4,819,825	35.45	9.43
Households	1,194,250	1,633,920	1,796,177	36.82	9.93
Households with School Age Population					
Households with Children Age 0 to 17 Years	425,638	531,633	596,074	24.90	12.12
Percent of Households with Children Age 0 to 17 Years	35.64	32.54	33.19	-8.70	2.00
School Age Population					
Population Age 0 to 17 Years	873,084	1,198,898	1,301,443	37.32	8.55
Population Age 0 to 4 Years	254,040	370,649	419,156	45.90	13.09
Population Age 5 to 9 Years	250,997	363,583	392,694	44.86	8.01
Population Age 10 to 13 Years	187,903	227,853	239,300	21.26	5.02
Population Age 14 to 17 Years	180,144	233,953	246,712	29.87	5.45
School Age Population by Gender					
Male Population Age 0 to 17 Years	448,306	618,693	671,206	38.01	8.49
Female Population Age 0 to 17 Years	424,778	577,345	626,656	35.92	8.54
Male School Age Population by Age					
Male Population Age 0 to 4 Years	129,984	191,688	216,304	47.47	12.84
Male Population Age 5 to 9 Years	128,544	188,257	202,990	46.45	7.83
Male Population Age 10 to 13 Years	96,491	117,440	123,445	21.71	5.11
Male Population Age 14 to 17 Years	93,287	121,308	128,467	30.04	5.90
Female School Age Population by Age					
Female Population Age 0 to 4 Years	124,056	178,961	202,852	44.26	13.35
Female Population Age 5 to 9 Years	122,453	175,326	189,704	43.18	8.20
Female Population Age 10 to 13 Years	91,412	110,413	115,855	20.79	4.93
Female Population Age 14 to 17 Years	86,857	112,645	118,245	29.69	4.97
Population in School					
Nursery or Preschool	53,835	74,379	86,681	38.16	16.54
Kindergarten	49,989	71,119	78,896	42.27	10.94
Grades 1 to 4	199,957	284,475	315,582	42.27	10.93
Grades 5 to 8	187,116	222,846	240,387	19.10	7.87
Grades 9 to 12	179,390	228,812	247,833	27.55	8.31
Population in School by Gender					
Male Enrolled in School	344,535	456,088	501,700	32.38	10.00
Female Enrolled in School	325,752	425,542	467,678	30.63	9.90
Male Population in School by Grade					

Male Nursery or Preschool	27,546	38,466	44,731	39.64	16.29
Male Kindergarten	25,601	36,824	40,782	43.84	10.75
Male Grades 1 to 4	102,405	147,296	163,130	43.84	10.75
Male Grades 5 to 8	96,087	114,859	124,005	19.54	7.96
Male Grades 9 to 12	92,896	118,642	129,051	27.71	8.77

Female Population in School by Grade

Female Nursery or Preschool	26,289	35,913	41,950	36.61	16.81
Female Kindergarten	24,388	34,295	38,113	40.62	11.13
Female Grades 1 to 4	97,552	137,179	152,452	40.62	11.13
Female Grades 5 to 8	91,029	107,986	116,381	18.63	7.77
Female Grades 9 to 12	86,493	110,170	118,782	27.37	7.82

Population in School

Education, Total Enrollment (Pop 3+)	670,287	881,630	969,378	31.53	9.95
Education, Not Enrolled in School (Pop 3+)	2,225,428	3,006,050	3,284,444	35.08	9.26

Population in Public vs Private School

Education, Enrolled Private Schools (Pop 3+)	63,480	93,052	106,368	46.58	14.31
Education, Enrolled Private Preprimary (Pop 3+)	23,661	41,096	50,326	73.69	22.46
Education, Enrolled Private Elementary or High School (Pop 3+)	39,819	51,956	56,042	30.48	7.86
Education, Enrolled Public Schools (Pop 3+)	606,807	788,578	863,010	29.96	9.44
Education, Enrolled Public Preprimary (Pop 3+)	30,174	33,283	36,355	10.30	9.23
Education, Enrolled Public Elementary or High School (Pop 3+)	576,633	755,295	826,655	30.98	9.45

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

Male Education, Enrolled Private Schools (Pop 3+)	32,582	48,132	54,983	47.73	14.23
Male Education, Enrolled Private Preprimary (Pop 3+)	12,107	21,254	25,971	75.55	22.19
Male Education, Enrolled Private Elementary or High School (Pop 3+)	20,476	26,879	29,013	31.27	7.94
Male Education, Enrolled Public Schools (Pop 3+)	311,953	407,956	446,716	30.77	9.50
Male Education, Enrolled Public Preprimary (Pop 3+)	15,439	17,213	18,761	11.49	8.99
Male Education, Enrolled Public Elementary or High School (Pop 3+)	296,514	390,743	427,955	31.78	9.52

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	30,898	44,920	51,385	45.38	14.39
Female Education, Enrolled Private Preprimary (Pop 3+)	11,554	19,842	24,355	71.73	22.74
Female Education, Enrolled Private Elementary or High School (Pop 3+)	19,343	25,077	27,029	29.64	7.78
Female Education, Enrolled Public Schools (Pop 3+)	294,854	380,622	416,294	29.09	9.37
Female Education, Enrolled Public Preprimary (Pop 3+)	14,735	16,070	17,594	9.06	9.48
Female Education, Enrolled Public Elementary or High School (Pop 3+)	280,119	364,552	398,700	30.14	9.37

Population by Race

White Population, Alone	2,502,918	3,320,940	3,544,891	32.68	6.74
Black Population, Alone	119,509	182,584	213,145	52.78	16.74
Asian Population, Alone	72,083	134,832	158,885	87.05	17.84
Other Population	557,366	766,169	902,904	37.46	17.85

Population by Ethnicity

Hispanic Population	817,012	1,349,219	1,504,689	65.14	11.52
White Non-Hispanic Population	2,140,171	2,591,588	2,769,074	21.09	6.85

Population by Race As Percent of Total Population

Percent of White Population, Alone	76.97	75.40	73.55	-2.04	-2.45
Percent of Black Population, Alone	3.68	4.15	4.42	12.77	6.51
Percent of Asian Population, Alone	2.22	3.06	3.30	37.84	7.84
Percent of Other Population	17.14	17.40	18.73	1.52	7.64

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	25.12	30.63	31.22	21.93	1.93
Percent of White Non-Hispanic Population	65.81	58.84	57.45	-10.59	-2.36

Educational Attainment

Education Attainment, College (Pop 25+)	340,455	523,227	606,072	53.68	15.83
Education Attainment, Graduate Degree (Pop 25+)	173,479	263,989	298,002	52.17	12.88

Household Income

Household Income, Median (\$)	45,236	59,771	73,788	32.13	23.45
Household Income, Average (\$)	58,866	77,287	98,770	31.29	27.80

Households by Income

Households with Income Less than \$25,000	293,592	289,164	227,100	-1.51	-21.46
Households with Income \$25,000 to \$49,999	370,651	401,073	351,349	8.21	-12.40
Households with Income \$50,000 to \$74,999	246,242	324,228	335,919	31.67	3.61
Households with Income \$75,000 to \$99,999	130,554	240,167	314,632	83.96	31.01
Households with Income \$100,000 to \$124,999	65,837	150,645	221,463	128.82	47.01
Households with Income \$125,000 to \$149,999	31,534	88,249	137,781	179.85	56.13
Households with Income \$150,000 to \$199,999	26,970	65,087	94,668	141.33	45.45
Households with Income \$200,000 and Over	28,870	75,307	113,265	160.85	50.40

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	8,464	18,498	28,078	118.55	51.79
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	8,363	18,145	26,306	116.97	44.98
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	6,260	11,371	16,030	81.65	40.97
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	6,002	11,676	16,527	94.54	41.55
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	4,036	11,031	17,862	173.32	61.93
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	3,988	10,820	16,734	171.31	54.66
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	2,985	6,781	10,197	127.17	50.38
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	2,862	6,963	10,513	143.29	50.98
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	3,508	8,130	12,334	131.76	51.71
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	3,466	7,975	11,555	130.09	44.89
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	2,595	4,998	7,041	92.60	40.88
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	2,488	5,132	7,259	106.27	41.45
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	2,129	5,459	8,436	156.41	54.53
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	2,103	5,355	7,903	154.64	47.58
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	1,575	3,356	4,816	113.08	43.50
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	1,510	3,446	4,965	128.21	44.08
Families with one or more children aged 0-4 and Income \$350,000 and over	1,579	4,042	6,523	155.98	61.38
Families with one or more children aged 5-9 and Income \$350,000 and over	1,560	3,965	6,111	154.17	54.12
Families with one or more children aged 10-13 and Income \$350,000 and over	1,168	2,485	3,724	112.76	49.86
Families with one or more children aged 14-17 and Income \$350,000 and over	1,120	2,552	3,839	127.86	50.43

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	719,931	785,447	809,348	9.10	3.04
Housing, Owner Households Valued \$250,000-\$299,999	32,342	108,262	145,735	234.74	34.61

Housing, Owner Households Valued \$300,000-\$399,999	30,025	97,813	117,256	225.77	19.88
Housing, Owner Households Valued \$400,000-\$499,999	12,580	69,219	100,906	450.23	45.78
Housing, Owner Households Valued \$500,000-\$749,999	10,628	59,977	70,046	464.33	16.79
Housing, Owner Households Valued \$750,000-\$999,999	3,687	26,018	40,090	605.67	54.09
Housing, Owner Households Valued More than \$1,000,000	4,524	18,629	24,141	311.78	29.59

Households by Length of Residence

Length of Residence Less than 2 Years	95,349	439,362	503,461	360.79	14.59
Length of Residence 3 to 5 Years	143,024	659,043	755,192	360.79	14.59
Length of Residence 6 to 10 Years	403,341	467,284	510,774	15.85	9.31
Length of Residence More than 10 Years	552,535	68,230	26,750	-87.65	-60.79

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	227,171	202,346	152,684	-10.93	-24.54
White Households with Income \$25,000 to \$49,999	300,305	302,094	252,995	0.60	-16.25
White Households with Income \$50,000 to \$74,999	209,676	262,771	261,147	25.32	-0.62
White Households with Income \$75,000 to \$99,999	115,206	205,889	254,627	78.71	23.67
White Households with Income \$100,000 to \$124,999	59,785	133,819	186,704	123.83	39.52
White Households with Income \$125,000 to \$149,999	29,075	80,629	121,355	177.31	50.51
White Households with Income \$150,000 to \$199,999	25,009	60,016	87,118	139.98	45.16
White Households with Income \$200,000 and Over	27,081	70,260	103,934	159.44	47.93

Black Households by Income

Black Households with Income Less than \$25,000	13,991	16,196	15,950	15.76	-1.52
Black Households with Income \$25,000 to \$49,999	14,151	17,909	18,565	26.56	3.66
Black Households with Income \$50,000 to \$74,999	7,288	12,630	15,629	73.30	23.75
Black Households with Income \$75,000 to \$99,999	3,284	8,128	12,446	147.50	53.13
Black Households with Income \$100,000 to \$124,999	1,202	4,331	7,329	260.32	69.22
Black Households with Income \$125,000 to \$149,999	620	2,006	3,248	223.55	61.91
Black Households with Income \$150,000 to \$199,999	525	1,398	1,572	166.29	12.45
Black Households with Income \$200,000 and Over	368	1,449	2,384	293.75	64.53

Asian Households by Income

Asian Households with Income Less than \$25,000	4,508	6,415	5,090	42.30	-20.65
Asian Households with Income \$25,000 to \$49,999	7,282	11,219	9,510	54.06	-15.23
Asian Households with Income \$50,000 to \$74,999	4,801	8,907	8,511	85.52	-4.45
Asian Households with Income \$75,000 to \$99,999	2,883	6,535	10,290	126.67	57.46
Asian Households with Income \$100,000 to \$124,999	1,455	4,207	8,016	189.14	90.54
Asian Households with Income \$125,000 to \$149,999	727	2,349	4,847	223.11	106.34
Asian Households with Income \$150,000 to \$199,999	726	1,922	2,755	164.74	43.34
Asian Households with Income \$200,000 and Over	540	1,744	3,537	222.96	102.81

Other Households by Income

Other Households with Income Less than \$25,000	47,922	64,207	53,376	33.98	-16.87
Other Households with Income \$25,000 to \$49,999	48,913	69,851	70,279	42.81	0.61
Other Households with Income \$50,000 to \$74,999	24,477	39,920	50,632	63.09	26.83
Other Households with Income \$75,000 to \$99,999	9,181	19,615	37,269	113.65	90.00
Other Households with Income \$100,000 to \$124,999	3,395	8,288	19,414	144.12	134.24
Other Households with Income \$125,000 to \$149,999	1,112	3,265	8,331	193.62	155.16
Other Households with Income \$150,000 to \$199,999	710	1,751	3,223	146.62	84.07
Other Households with Income \$200,000 and Over	881	1,854	3,410	110.44	83.93

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

Hispanic Households with Income Less than \$25,000	68,804	97,452	88,011	41.64	-9.69
Hispanic Households with Income \$25,000 to \$49,999	71,588	114,705	119,966	60.23	4.59
Hispanic Households with Income \$50,000 to \$74,999	35,062	71,416	89,612	103.68	25.48
Hispanic Households with Income \$75,000 to \$99,999	13,599	41,057	64,787	201.91	57.80
Hispanic Households with Income \$100,000 to \$124,999	5,250	19,218	34,272	266.06	78.33
Hispanic Households with Income \$125,000 to \$149,999	1,803	8,495	16,139	371.16	89.98
Hispanic Households with Income \$150,000 to \$199,999	1,527	4,431	6,414	190.18	44.75
Hispanic Households with Income \$200,000 and Over	1,276	4,055	6,548	217.79	61.48

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	194,317	157,198	115,163	-19.10	-26.74
White Non-Hispanic Households with Income \$25,000 to \$49,999	269,743	245,092	197,684	-9.14	-19.34
White Non-Hispanic Households with Income \$50,000 to \$74,999	194,496	219,419	212,200	12.81	-3.29
White Non-Hispanic Households with Income \$75,000 to \$99,999	108,685	172,497	209,335	58.71	21.36
White Non-Hispanic Households with Income \$100,000 to \$124,999	56,758	113,328	156,751	99.67	38.32
White Non-Hispanic Households with Income \$125,000 to \$149,999	27,810	68,979	103,676	148.04	50.30
White Non-Hispanic Households with Income \$150,000 to \$199,999	23,794	52,732	76,856	121.62	45.75
White Non-Hispanic Households with Income \$200,000 and Over	26,172	62,804	93,609	139.97	49.05

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+)