



# The NAIS Demographic Center 2011 Local Area Reports

## CBSA : Phoenix-Mesa-Glendale, 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 – 2011. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).*

### Key Findings

#### School Age Population

1. During 2010-2011, the number of households with children *Age 0 to 17 Years* grew from 554,365 to 555,407 (0.19 percent) in the CBSA of **Phoenix-Mesa-Glendale, AZ**. This number is expected to increase by 6.74 percent during the next five years, totaling 592,843 in 2016.
2. The *School Age Population* group is expected to increase in 2016. Compared to the 2010-2011 increase of 1.91 percent, the population of children *Age 0 to 17 Years* is projected to increase by 9.59 percent from 1,128,678 in 2011 to 1,236,957 in 2016.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 9.48 percent from 551,694 in 2011 to 603,988 in 2016, while the *Male Population Age 0 to 17 Years* group will increase by 9.70 percent from 576,984 in 2011 to 632,969 in 2016.

#### Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 9.64 percent from 151,401 in 2011 to 166,001 in 2016, and increase by 13.88 percent for boys in the same age group from 157,727 in 2011 to 179,625 in 2016. The numbers for all groups are shown in the table below.

	MALE SCHOOL AGE POPULATION BY AGE			FEMALE SCHOOL AGE POPULATION BY AGE		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
<b>Age 0 to 4 Years</b>	172,750	184,936	7.05	165,081	177,646	7.61
<b>Age 5 to 9 Years</b>	157,727	179,625	13.88	151,401	166,001	9.64
<b>Age 10 to 13 Years</b>	123,730	134,116	8.39	117,893	131,828	11.82
<b>Age 14 to 17 Years</b>	122,777	134,292	9.38	117,319	128,513	9.54

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 20.46 percent and 3.33 percent, respectively, between 2011 and 2016, while *Nursery or Preschool* is expected to decrease by **-18.59** percent from 56,828 in 2011 to 46,265 in 2016. When broken down by gender, the number of girls and boys attending nursery or preschool will decrease **-18.37** percent and decrease **-18.79** percent, respectively, during the period 2011-2016. The numbers for all groups are shown in the table below.

	POPULATION IN SCHOOL			MALE POPULATION IN SCHOOL			FEMALE POPULATION IN SCHOOL		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Nursery or Preschool	56,828	46,265	-18.59	29,059	23,598	-18.79	27,769	22,667	-18.37
Kindergarten	65,263	78,613	20.46	33,299	40,856	22.69	31,964	37,757	18.12
Grades 1 to 4	248,122	256,376	3.33	126,600	133,241	5.25	121,522	123,135	1.33
Grades 5 to 8	243,386	260,734	7.13	124,633	131,489	5.50	118,753	129,245	8.84
Grades 9 to 12	234,033	260,759	11.42	119,676	133,247	11.34	114,357	127,512	11.50

## Enrollment in Private Schools

- The population enrolled in private schools increased by 0.02 percent during the years 2010-2011; and is expected to decrease by **-3.68** percent in 2016 from 77,480 in 2011 to 74,628 in 2016. While total public school enrollment increased 1.66 percent during the years 2010-2011, it will increase by 7.53 percent between 2011 and 2016.
- During 2010-2011, male preprimary enrollment in private schools decreased by **-1.69** percent and female preprimary enrollment by **-1.61** percent. During 2011-2016, male preprimary enrollment in private schools is anticipated to decrease by **-19.60** percent from 13,392 in 2011 to 10,767 in 2016; while female preprimary enrollment is expected to decrease by **-19.18** percent from 12,797 in 2011 to 10,343 in 2016. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 4.65 percent and 4.02 percent, respectively.

## Population by Race and Ethnicity

- The African American population increased by 4.15 percent between 2010-2011; the population of Hispanics increased by 629.10 percent; the Asian population increased by 2.01 percent; the American Indian and Alaska Native population increased by 3.12 percent. The Other Race population decreased by **-3.47** percent; and the population of Two or More Races decreased by **-72.59** percent; and the White population increased by 2.64 percent during the years 2010-2011.
- While the White population represents 73.45 percent of the total population, it is expected to increase from 3,139,630 in 2011 to 3,579,510 in 2016 (14.01 percent). All other racial/ethnic groups are predicted to vary between 2011 and 2016, especially the Hispanic population, which will increase from 1,271,686 in 2011 to 1,522,295 in 2016 (19.71 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 2016 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 11,622 in 2011 to 16,434 in 2016 (41.40 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		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)									
Aged 0-4	19,237	22,260	15.71	12,668	16,424	29.65	11,622	16,434	41.40	7,658	12,744	66.41	4,494	7,433	65.40
Aged 5-9	17,603	21,219	20.54	11,592	15,656	35.06	10,634	15,666	47.32	7,008	12,148	73.34	4,112	7,086	72.32
Aged 10-13	13,759	16,327	18.66	9,061	12,046	32.94	8,312	12,054	45.02	5,477	9,347	70.66	3,214	5,452	69.63
Aged 14-17	13,672	16,134	18.01	9,003	11,904	32.22	8,260	11,912	44.21	5,443	9,237	69.70	3,194	5,388	68.69

- 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 2011 and 2016, as shown in the table below. In particular, *the Other Race Households with Income \$125,000 and \$149,999* are projected to increase by 27.87 percent, from 3,843 in 2011 to 4,914 in 2016.

	BLACK HOUSEHOLDS			ASIAN HOUSEHOLDS			AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS			OTHER RACE HOUSEHOLDS			TWO OR MORE RACES HOUSEHOLDS		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	5,763	7,415	28.67	4,956	8,170	64.85	1,859	3,073	65.30	8,008	9,300	16.13	3,577	5,380	-32.82
Income \$125,000 to \$149,999	3,283	4,788	45.84	2,682	5,401	101.38	1,091	1,666	52.70	3,843	4,914	27.87	2,411	3,152	30.73
Income \$150,000 to \$199,999	2,150	3,335	55.12	3,472	3,401	-2.04	787	1,313	66.84	2,346	3,303	40.79	2,253	3,155	40.04
Income \$200,000 and Over	2,146	3,094	44.18	1,755	5,309	202.51	368	1,008	173.91	1,543	2,391	54.96	1,459	3,122	113.98

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 4,928 in 2011 to 8,252 in 2016 (67.45 percent).

	HISPANIC HOUSEHOLDS		
	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	20,136	28,954	43.79
Income \$125,000 to \$149,999	10,253	15,019	46.48
Income \$150,000 to \$199,999	7,307	11,462	56.86
Income \$200,000 and Over	4,928	8,252	67.45

13. The number of *Households by Home Value* also shifted between 2010 and 2011. In particular, the number of households with homes valued between \$250,000 and \$299,999 increased by 3.16 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 80,031 in 2011 to 71,749 in 2016 (-10.35 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2011	2016	% Growth (2010-2011)	% Growth (2011-2016)
Less than \$250,000	559,442	559,134	588,821	-0.06	5.31
\$250,000-\$299,999	111,786	115,321	147,969	3.16	28.31
\$300,000-\$399,999	156,069	155,603	155,851	-0.30	0.16
\$400,000-\$499,999	81,476	80,031	71,749	-1.77	-10.35
\$500,000-\$749,999	89,618	87,189	73,166	-2.71	-16.08
\$750,000-\$999,999	29,661	28,965	25,127	-2.35	-13.25
More than \$1,000,000	25,789	26,969	37,342	4.58	38.46

### Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Phoenix-Mesa-Glendale, AZ** increased 1.81 percent, from 489,131 in 2010 to 497,996 in 2011. This number is expected to increase by 9.45 percent through 2016. For people older than 25 years of age who hold graduate degrees, their numbers increased from 256,869 in 2010 to 261,027 in 2011 (1.62 percent), and it is forecasted this population will increase an additional 7.22 percent by the year 2016.

## Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Phoenix-Mesa-Glendale, 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)? [\[1\]](#)
- 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](http://www.hermangroup.com). Also, the *NAIS Opinion Leaders' Survey* (free to browse at [www.nais.org](http://www.nais.org) or buy in bulk to share) identifies what demographic, social, economic, political, scientific, and technological trends opinion leaders in education, business, and the media believe will have the greatest impact on independent education in the future. This report also suggests actions that schools should consider now to successfully manage these important trends.
2. **Benchmarking** — To gather data and conduct benchmark analysis, schools can participate in the StatsOnline<sup>[2]</sup> annual survey ([www.nais.org/go/statsonline](http://www.nais.org/go/statsonline)). StatsOnline collects data on admissions, annual giving, financial aid, financial operations, salaries, schools, students, staff, and tuition. Available tools include:
  - ❖ **Benchmarking tools** to create custom groups and reports based upon any of the survey variables.
  - ❖ **Financing Schools Calculator** to project budgets based on various preferred and possible scenarios to see the impact on the "bottom line" of changes in some of the variables.
  - ❖ **Executive Compensation Reports** that you can provide to your board or compensation committee so they can either authorize or perform a comparative compensation study (of salary, other forms of compensation, and benefits) and create a documented "rebuttable presumption" of the reasonableness of the compensation (available only to heads and business managers).
3. **Market Research** — The report, *Marketing Independent Schools to Generation X and Minority Parents* (free to download at [www.nais.org/go/advocacy](http://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](http://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](http://www.nais.org/go/advocacy)).
  - ❖ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at

[www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)).

- ❖ *Communications Handbook* (free to download at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)).
- ❖ *NAIS Parent Guide* (information about admission and financial aid designed for parents [www.nais.org/go/parents](http://www.nais.org/go/parents)).

5. **Financial Sustainability** — NAIS believes that schools need to work toward financial sustainability by becoming more efficient and strategic financially to ensure long-term viability. As part of NAIS's Sustainability Initiative ([www.nais.org/sustainableschools/](http://www.nais.org/sustainableschools/)), 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 2011)
- ❖ [Enrollment and Marketing Considerations in a Tight Financial Market](#), NAIS Leadership Series (Article 2011)

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[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/resources/seriesdoc.cfm?ItemNumber=148270>.

[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 - 2011

CBSA Name: Phoenix-Mesa-Glendale, AZ

CBSA Code: 38060

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

State Name: Arizona

Dominant Profile: NEW\_HOMES

Description	2010	2011	2016 (2010-2011)	% Growth	% Growth Forecast (2011-2016)
<b>Total Population and Households</b>					
Population	4,192,887	4,274,326	4,693,823	1.94	9.81
Households	1,537,173	1,546,096	1,688,484	0.58	9.21
<b>Households with School Age Population</b>					
Households with Children Age 0 to 17 Years	554,365	555,407	592,843	0.19	6.74
Percent of Households with Children Age 0 to 17 Years	36.06	35.92	35.11	-0.39	-2.26
<b>School Age Population</b>					
Population Age 0 to 17 Years	1,107,561	1,128,678	1,236,957	1.91	9.59
Population Age 0 to 4 Years	332,255	337,831	362,582	1.68	7.33
Population Age 5 to 9 Years	302,801	309,128	345,626	2.09	11.81
Population Age 10 to 13 Years	236,597	241,623	265,944	2.12	10.07
Population Age 14 to 17 Years	235,908	240,096	262,805	1.78	9.46
<b>School Age Population by Gender</b>					
Male Population Age 0 to 17 Years	566,161	576,984	632,969	1.91	9.70
Female Population Age 0 to 17 Years	541,400	551,694	603,988	1.90	9.48
<b>Male School Age Population by Age</b>					
Male Population Age 0 to 4 Years	169,960	172,750	184,936	1.64	7.05
Male Population Age 5 to 9 Years	153,979	157,727	179,625	2.43	13.88
Male Population Age 10 to 13 Years	121,490	123,730	134,116	1.84	8.39
Male Population Age 14 to 17 Years	120,732	122,777	134,292	1.69	9.38
<b>Female School Age Population by Age</b>					
Female Population Age 0 to 4 Years	162,295	165,081	177,646	1.72	7.61
Female Population Age 5 to 9 Years	148,822	151,401	166,001	1.73	9.64
Female Population Age 10 to 13 Years	115,107	117,893	131,828	2.42	11.82
Female Population Age 14 to 17 Years	115,176	117,319	128,513	1.86	9.54
<b>Population in School</b>					
Nursery or Preschool	57,641	56,828	46,265	-1.41	-18.59
Kindergarten	63,161	65,263	78,613	3.33	20.46
Grades 1 to 4	245,732	248,122	256,376	0.97	3.33
Grades 5 to 8	239,729	243,386	260,734	1.53	7.13
Grades 9 to 12	228,809	234,033	260,759	2.28	11.42
<b>Population in School by Gender</b>					
Male Enrolled in School	426,759	433,267	462,430	1.52	6.73
Female Enrolled in School	408,313	414,365	440,317	1.48	6.26
<b>Male Population in School by Grade</b>					
Male Nursery or Preschool	29,485	29,059	23,598	-1.44	-18.79
Male Kindergarten	32,118	33,299	40,856	3.68	22.69
Male Grades 1 to 4	124,959	126,600	133,241	1.31	5.25
Male Grades 5 to 8	123,098	124,633	131,489	1.25	5.50
Male Grades 9 to 12	117,099	119,676	133,247	2.20	11.34

**Female Population in School by Grade**

Female Nursery or Preschool	28,156	27,769	22,667	-1.37	-18.37
Female Kindergarten	31,043	31,964	37,757	2.97	18.12
Female Grades 1 to 4	120,773	121,522	123,135	0.62	1.33
Female Grades 5 to 8	116,631	118,753	129,245	1.82	8.84
Female Grades 9 to 12	111,710	114,357	127,512	2.37	11.50

**Population in School**

Education, Total Enrollment (Pop 3+)	835,072	847,632	902,747	1.50	6.50
Education, Not Enrolled in School (Pop 3+)	2,886,104	2,951,921	3,312,084	2.28	12.20

**Population in Public vs Private School**

Education, Enrolled Private Schools (Pop 3+)	77,468	77,480	74,628	0.02	-3.68
Education, Enrolled Private Preprimary (Pop 3+)	26,629	26,189	21,110	-1.65	-19.39
Education, Enrolled Private Elementary or High School (Pop 3+)	50,839	51,291	53,518	0.89	4.34
Education, Enrolled Public Schools (Pop 3+)	757,604	770,152	828,119	1.66	7.53
Education, Enrolled Public Preprimary (Pop 3+)	31,012	30,639	25,155	-1.20	-17.90
Education, Enrolled Public Elementary or High School (Pop 3+)	726,592	739,513	802,964	1.78	8.58

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

Male Education, Enrolled Private Schools (Pop 3+)	39,595	39,606	38,202	0.03	-3.54
Male Education, Enrolled Private Preprimary (Pop 3+)	13,622	13,392	10,767	-1.69	-19.60
Male Education, Enrolled Private Elementary or High School (Pop 3+)	25,973	26,215	27,434	0.93	4.65
Male Education, Enrolled Public Schools (Pop 3+)	387,165	393,661	424,228	1.68	7.76
Male Education, Enrolled Public Preprimary (Pop 3+)	15,864	15,667	12,830	-1.24	-18.11
Male Education, Enrolled Public Elementary or High School (Pop 3+)	371,301	377,994	411,398	1.80	8.84

**Female Population in Public vs Private School**

Female Education, Enrolled Private Schools (Pop 3+)	37,873	37,874	36,426	0.00	-3.82
Female Education, Enrolled Private Preprimary (Pop 3+)	13,007	12,797	10,343	-1.61	-19.18
Female Education, Enrolled Private Elementary or High School (Pop 3+)	24,866	25,076	26,084	0.84	4.02
Female Education, Enrolled Public Schools (Pop 3+)	370,439	376,491	403,891	1.63	7.28
Female Education, Enrolled Public Preprimary (Pop 3+)	15,148	14,972	12,325	-1.16	-17.68
Female Education, Enrolled Public Elementary or High School (Pop 3+)	355,291	361,519	391,566	1.75	8.31

**Population by Race**

White Population, Alone	3,058,794	3,139,630	3,579,510	2.64	14.01
Black Population, Alone	207,734	216,365	270,148	4.15	24.86
Asian Population, Alone	148,072	151,051	165,936	2.01	9.85
American Indian and Alaska Native Population, Alone	99,278	102,378	119,229	3.12	16.46
Other Race Population, Alone	532,918	514,406	384,581	-3.47	-25.24
Two or More Races Population	146,091	150,496	174,419	3.02	15.90

**Population by Ethnicity**

Hispanic Population	1,235,718	1,271,686	1,522,295	2.91	19.71
White Non-Hispanic Population	2,452,130	2,473,574	2,599,181	0.87	5.08

**Population by Race As Percent of Total Population**

Percent of White Population, Alone	72.95	73.45	76.26	0.69	3.83
Percent of Black Population, Alone	4.95	5.06	5.76	2.22	13.83
Percent of Asian Population, Alone	3.53	3.53	3.54	0.00	0.28
Percent of American Indian and Alaska Native Population, Alone	2.37	2.40	2.54	1.27	5.83
Percent of Other Race Population, Alone	12.71	12.03	8.19	-5.35	-31.92
Percent of Two or More Races Population, Alone	3.48	3.52	3.72	1.15	5.68

**Population by Ethnicity As Percent of Total Population**

Percent of Hispanic Population	29.47	29.75	32.43	0.95	9.01
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Percent of White Non-Hispanic Population	58.48	57.87	55.37	-1.04	-4.32
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### Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	489,131	497,996	545,076	1.81	9.45
Education Attainment, Master's Degree (Pop 25+)	184,725	189,140	213,044	2.39	12.64
Education Attainment, Professional Degree (Pop 25+)	47,128	46,845	42,256	-0.60	-9.80
Education Attainment, Doctorate Degree (Pop 25+)	25,016	25,042	24,568	0.10	-1.89

### Household Income

Household Income, Median (\$)	63,151	63,180	73,619	0.05	16.52
Household Income, Average (\$)	79,030	79,056	95,041	0.03	20.22

### Households by Income

Households with Income Less than \$25,000	261,187	263,221	240,240	0.78	-8.73
Households with Income \$25,000 to \$49,999	353,002	354,240	327,005	0.35	-7.69
Households with Income \$50,000 to \$74,999	293,498	295,119	293,190	0.55	-0.65
Households with Income \$75,000 to \$99,999	218,367	219,470	239,364	0.51	9.06
Households with Income \$100,000 to \$124,999	146,797	147,660	185,017	0.59	25.30
Households with Income \$125,000 to \$149,999	93,292	94,013	130,195	0.77	38.49
Households with Income \$150,000 to \$199,999	84,348	84,782	125,249	0.51	47.73
Households with Income \$200,000 and Over	86,682	87,591	148,224	1.05	69.22

### Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	19,215	19,237	22,260	0.11	15.71
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	17,511	17,603	21,219	0.53	20.54
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	13,683	13,759	16,327	0.56	18.66
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	13,643	13,672	16,134	0.21	18.01
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	12,612	12,668	16,424	0.44	29.65
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	11,494	11,592	15,656	0.85	35.06
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	8,981	9,061	12,046	0.89	32.94
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	8,955	9,003	11,904	0.54	32.22
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	11,603	11,622	16,434	0.16	41.40
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	10,574	10,634	15,666	0.57	47.32
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	8,262	8,312	12,054	0.61	45.02
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	8,238	8,260	11,912	0.27	44.21
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	7,605	7,658	12,744	0.70	66.41
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	6,931	7,008	12,148	1.11	73.34
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	5,415	5,477	9,347	1.14	70.66
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	5,400	5,443	9,237	0.80	69.70
Families with one or more children aged 0-4 and Income \$350,000 and over	4,445	4,494	7,433	1.10	65.40
Families with one or more children aged 5-9 and Income \$350,000 and over	4,051	4,112	7,086	1.51	72.32
Families with one or more children aged 10-13 and Income \$350,000 and over	3,165	3,214	5,452	1.55	69.63
Families with one or more children aged 14-17 and Income \$350,000 and over	3,156	3,194	5,388	1.20	68.69

### Households by Home Value

Housing, Owner Households Valued Less than \$250,000	559,442	559,134	588,821	-0.06	5.31
Housing, Owner Households Valued \$250,000-\$299,999	111,786	115,321	147,969	3.16	28.31
Housing, Owner Households Valued \$300,000-\$399,999	156,069	155,603	155,851	-0.30	0.16
Housing, Owner Households Valued \$400,000-\$499,999	81,476	80,031	71,749	-1.77	-10.35
Housing, Owner Households Valued \$500,000-\$749,999	89,618	87,189	73,166	-2.71	-16.08
Housing, Owner Households Valued \$750,000-\$999,999	29,661	28,965	25,127	-2.35	-13.25
Housing, Owner Households Valued More than \$1,000,000	25,789	26,969	37,342	4.58	38.46

### Households by Length of Residence

Length of Residence Less than 2 Years	191,427	200,706	281,699	4.85	40.35
Length of Residence 3 to 5 Years	287,141	301,059	422,549	4.85	40.35
Length of Residence 6 to 10 Years	715,899	707,217	675,628	-1.21	-4.47

Length of Residence More than 10 Years	342,705	337,115	308,609	-1.63	-8.46
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**Households by Race and Income****White Households by Income**

White Households with Income Less than \$25,000	185,260	187,247	173,984	1.07	-7.08
White Households with Income \$25,000 to \$49,999	258,679	261,354	245,759	1.03	-5.97
White Households with Income \$50,000 to \$74,999	228,554	231,277	231,971	1.19	0.30
White Households with Income \$75,000 to \$99,999	175,365	177,163	195,075	1.03	10.11
White Households with Income \$100,000 to \$124,999	122,467	123,497	151,679	0.84	22.82
White Households with Income \$125,000 to \$149,999	80,243	80,703	110,274	0.57	36.64
White Households with Income \$150,000 to \$199,999	73,325	73,774	110,742	0.61	50.11
White Households with Income \$200,000 and Over	79,756	80,320	133,300	0.71	65.96

**Black Households by Income**

Black Households with Income Less than \$25,000	18,654	19,194	22,677	2.89	18.15
Black Households with Income \$25,000 to \$49,999	20,815	21,326	24,671	2.45	15.69
Black Households with Income \$50,000 to \$74,999	13,709	14,134	17,337	3.10	22.66
Black Households with Income \$75,000 to \$99,999	8,334	8,548	11,434	2.57	33.76
Black Households with Income \$100,000 to \$124,999	5,652	5,763	7,415	1.96	28.67
Black Households with Income \$125,000 to \$149,999	3,259	3,283	4,788	0.74	45.84
Black Households with Income \$150,000 to \$199,999	2,117	2,150	3,335	1.56	55.12
Black Households with Income \$200,000 and Over	2,078	2,146	3,094	3.27	44.18

**Asian Households by Income**

Asian Households with Income Less than \$25,000	8,765	8,566	6,977	-2.27	-18.55
Asian Households with Income \$25,000 to \$49,999	10,455	10,020	8,145	-4.16	-18.71
Asian Households with Income \$50,000 to \$74,999	9,538	9,365	8,429	-1.81	-9.99
Asian Households with Income \$75,000 to \$99,999	8,042	8,019	8,426	-0.29	5.08
Asian Households with Income \$100,000 to \$124,999	4,753	4,956	8,170	4.27	64.85
Asian Households with Income \$125,000 to \$149,999	2,189	2,682	5,401	22.52	101.38
Asian Households with Income \$150,000 to \$199,999	3,490	3,472	3,401	-0.52	-2.04
Asian Households with Income \$200,000 and Over	1,342	1,755	5,309	30.77	202.51

**American Indian and Alaska Native Households**

American Indian and Alaska Native Households with Income Less than \$25,000	7,664	7,763	7,589	1.29	-2.24
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	7,633	7,639	7,813	0.08	2.28
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	4,709	4,719	5,336	0.21	13.07
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	3,449	3,451	3,435	0.06	-0.46
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	1,882	1,859	3,073	-1.22	65.30
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	1,100	1,091	1,666	-0.82	52.70
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	788	787	1,313	-0.13	66.84
American Indian and Alaska Native Households with Income \$200,000 and Over	372	368	1,008	-1.08	173.91

**Other Race Households by Income**

Other Race Households with Income Less than \$25,000	32,441	31,962	20,808	-1.48	-34.90
Other Race Households with Income \$25,000 to \$49,999	45,086	43,525	30,752	-3.46	-29.35
Other Race Households with Income \$50,000 to \$74,999	29,771	28,329	22,102	-4.84	-21.98
Other Race Households with Income \$75,000 to \$99,999	17,241	16,353	14,873	-5.15	-9.05
Other Race Households with Income \$100,000 to \$124,999	8,430	8,008	9,300	-5.01	16.13
Other Race Households with Income \$125,000 to \$149,999	4,065	3,843	4,914	-5.46	27.87
Other Race Households with Income \$150,000 to \$199,999	2,388	2,346	3,303	-1.76	40.79
Other Race Households with Income \$200,000 and Over	1,651	1,543	2,391	-6.54	54.96

**Two or More Races Households by Income**

Two or More Races Households with Income Less than \$25,000	8,403	8,489	8,205	1.02	-3.35
Two or More Races Households with Income \$25,000 to \$49,999	10,334	10,376	9,865	0.41	-4.92
Two or More Races Households with Income \$50,000 to \$74,999	7,217	7,295	8,015	1.08	9.87

Two or More Races Households with Income \$75,000 to \$99,999	5,936	5,936	6,121	0.00	3.12
Two or More Races Households with Income \$100,000 to \$124,999	3,613	3,577	5,380	-1.00	50.41
Two or More Races Households with Income \$125,000 to \$149,999	2,436	2,411	3,152	-1.03	30.73
Two or More Races Households with Income \$150,000 to \$199,999	2,240	2,253	3,155	0.58	40.04
Two or More Races Households with Income \$200,000 and Over	1,483	1,459	3,122	-1.62	113.98

### Households by Ethnicity and Income

#### Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	79,908	80,007	80,109	0.12	0.13
Hispanic Households with Income \$25,000 to \$49,999	101,732	102,445	107,947	0.70	5.37
Hispanic Households with Income \$50,000 to \$74,999	66,924	68,407	77,198	2.22	12.85
Hispanic Households with Income \$75,000 to \$99,999	37,769	39,311	50,255	4.08	27.84
Hispanic Households with Income \$100,000 to \$124,999	19,044	20,136	28,954	5.73	43.79
Hispanic Households with Income \$125,000 to \$149,999	9,597	10,253	15,019	6.84	46.48
Hispanic Households with Income \$150,000 to \$199,999	6,815	7,307	11,462	7.22	56.86
Hispanic Households with Income \$200,000 and Over	4,667	4,928	8,252	5.59	67.45

#### White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	149,145	150,158	136,682	0.68	-8.97
White Non-Hispanic Households with Income \$25,000 to \$49,999	213,586	214,126	184,952	0.25	-13.62
White Non-Hispanic Households with Income \$50,000 to \$74,999	197,352	200,150	194,817	1.42	-2.66
White Non-Hispanic Households with Income \$75,000 to \$99,999	155,332	155,795	165,897	0.30	6.48
White Non-Hispanic Households with Income \$100,000 to \$124,999	110,394	110,882	125,995	0.44	13.63
White Non-Hispanic Households with Income \$125,000 to \$149,999	72,978	72,434	95,711	-0.75	32.14
White Non-Hispanic Households with Income \$150,000 to \$199,999	67,241	67,496	92,283	0.38	36.72
White Non-Hispanic Households with Income \$200,000 and Over	74,326	74,076	114,364	-0.34	54.39

#### 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.

All estimates are as of 1/1/2011 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:

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