



# The NAIS Demographic Center 2010 Local Area Reports

## CBSA : Seattle-Tacoma-Bellevue, WA

*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 401,620 to 415,842 (3.54 percent) in the CBSA of **Seattle-Tacoma-Bellevue, WA**. This number is expected to increase by 10.33 percent during the next five years, totaling 458,805 in 2015.
2. The *School Age Population* group is expected to increase in 2015. Compared to the 2000-2010 increase of 20.58 percent, the population of children *Age 0 to 17 Years* is projected to increase by 8.22 percent from 901,193 in 2010 to 975,253 in 2015.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 8.21 percent from 435,837 in 2010 to 471,625 in 2015, while the *Male Population Age 0 to 17 Years* group will increase by 8.22 percent from 465,356 in 2010 to 503,628 in 2015.

### Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 8.95 percent from 130,509 in 2010 to 142,186 in 2015, and increase by 8.98 percent for boys in the same age group from 141,234 in 2010 to 153,918 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	134,938	151,458	12.24	126,663	142,225	12.29
Age 5 to 9 Years	141,234	153,918	8.98	130,509	142,186	8.95
Age 10 to 13 Years	93,583	97,537	4.23	88,493	92,182	4.17
Age 14 to 17 Years	95,601	100,715	5.35	90,172	95,032	5.39

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 10.24 percent and 10.24 percent, respectively, between 2010 and 2015, while *Nursery or Preschool* is expected to increase by 13.01 percent from 61,188 in 2010 to 69,148 in 2015. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 13.03 percent and increase 12.99 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	61,188	69,148	13.01	31,562	35,661	12.99	29,626	33,487	13.03
Kindergarten	51,224	56,469	10.24	26,623	29,353	10.25	24,601	27,116	10.22
Grades 1 to 4	204,898	225,875	10.24	106,492	117,412	10.25	98,406	108,463	10.22
Grades 5 to 8	171,610	180,903	5.42	88,204	93,004	5.44	83,406	87,899	5.39
Grades 9 to 12	175,094	186,651	6.60	90,105	96,035	6.58	84,989	90,616	6.62

## Enrollment in Private Schools

6. The population enrolled in private schools increased by 15.11 percent during the years 2000-2010; and is expected to increase by 8.82 percent in 2015 from 100,071 in 2010 to 108,893 in 2015. While total public school enrollment increased 9.25 percent during the years 2000-2010, it will increase by 8.19 percent between 2010 and 2015.
7. During 2000-2010, male preprimary enrollment in private schools increased by 36.08 percent and female preprimary enrollment by 34.35 percent. During 2010-2015, male preprimary enrollment in private schools is anticipated to increase by 16.25 percent from 20,786 in 2010 to 24,164 in 2015; while female preprimary enrollment is expected to increase by 16.29 percent from 19,512 in 2010 to 22,690 in 2015. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 3.81 percent and 3.77 percent, respectively.

## Population by Race and Ethnicity

8. The African American population decreased by **-81.06** percent between 2000-2010; the population of Hispanics increased by 199.56 percent; the Asian population decreased by **-83.86** percent. The Other <sup>[1]</sup> population increased by 171.77 percent; and the White population increased by 14.48 percent during the years 2000-2010.
9. While the White population represents 79.48 percent of the total population, it is expected to increase from 2,729,054 in 2010 to 2,839,274 in 2015 (4.04 percent). All other racial/ethnic groups are predicted to vary between 2010 and 2015, especially the Hispanic population, which will increase from 486,640 in 2010 to 576,967 in 2015 (18.56 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 7,449 in 2010 to 10,397 in 2015 (39.58 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	17,593	24,632	40.01	10,582	15,874	50.01	7,449	10,397	39.58	4,854	6,999	44.19	3,711	5,309	43.06
Aged 5-9	18,275	24,835	35.90	10,992	16,005	45.61	7,737	10,482	35.48	5,043	7,057	39.94	3,854	5,353	38.89
Aged 10-13	12,244	15,912	29.96	7,365	10,255	39.24	5,184	6,716	29.55	3,379	4,522	33.83	2,583	3,430	32.79

<b>Aged 14-17</b>	12,493	16,418	31.42	7,514	10,581	40.82	5,290	6,930	31.00	3,447	4,665	35.34	2,635	3,539	34.31
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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 100.60 percent, from 5,707 in 2010 to 11,448 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	412	520	26.21	1,147	1,657	44.46	12,193	24,689	102.49
Income \$125,000 to \$149,999	155	192	23.87	659	1,182	79.36	5,707	11,448	100.60
Income \$150,000 to \$199,999	59	92	55.93	373	580	55.50	3,505	4,572	30.44
Income \$200,000 and Over	71	99	39.44	404	574	42.08	3,112	5,808	86.63

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 2,412 in 2010 to 3,629 in 2015 (50.46 percent).

	HISPANIC HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	11,181	18,700	67.25
Income \$125,000 to \$149,999	4,752	7,681	61.64
Income \$150,000 to \$199,999	2,707	3,447	27.34
Income \$200,000 and Over	2,412	3,629	50.46

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 65.11 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 105,604 in 2010 to 134,712 in 2015 (27.56 percent).

	HOUSEHOLDS BY HOME VALUE				
	2000	2010	2015	% Growth (2000-2010)	% Growth (2010-2015)
Less than \$250,000	507,342	317,129	304,087	-37.49	-4.11
\$250,000-\$299,999	81,391	134,382	155,028	65.11	15.36
\$300,000-\$399,999	76,483	140,544	145,501	83.76	3.53
\$400,000-\$499,999	35,413	105,604	134,712	198.21	27.56
\$500,000-\$749,999	27,834	100,957	105,106	262.71	4.11
\$750,000-\$999,999	8,476	41,971	59,963	395.17	42.87
More than \$1,000,000	7,583	19,051	22,946	151.23	20.45

## Population with Higher Education

14. The number of people older than 25 years of age who hold college degrees in the CBSA of **Seattle-Tacoma-Bellevue, WA** increased 17.56 percent, from 444,160 in 2000 to 522,143 in 2010. This number is expected to increase by 9.65 percent through 2015. For people older than 25 years of age who hold graduate degrees, their numbers increased from 215,536 in 2000 to 249,402 in 2010 (15.71 percent), and it is forecasted this population will increase an additional 6.85 percent by the year 2015.

## Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Seattle-Tacoma-Bellevue, WA** need to consider what strategies they will implement now to ensure full classrooms in the years ahead. For example, this may mean further diversifying enrollment in terms of gender, ethnicity, and income. Some of the questions that schools should consider are:

### General Considerations

- Considering these demographic changes, on which areas does our school most need to focus?
- Have we benchmarked our school's admission statistics? How do they look in comparison to other schools in our community? Do we understand the strengths and weaknesses of our own numbers?
- How well do we know our market? Do we know who our competitors are (other independent schools, magnet schools, charter schools, Catholic schools, regular public schools, home schoolers, etc.)? How familiar are people in our community with our school mission and value proposition?
- If we have feeder schools, are we watching their changes in enrollment to understand how our school could be impacted?

### Responding to School-Age Population Changes

- Does our school have a waiting list? Is the school working at maximum enrollment capacity already? What do our admission statistics look like (inquiries, applications, acceptances, enrollees)? Are there changes that need our attention?
- If our school is in high demand, what tuition policy should it follow?
- What are the demographic shifts in the geographic areas from which we recruit students? Are the statistics more favorable in surrounding areas from which we have not traditionally recruited students? What would it take to attract these populations?
- What percentage of all children would we need to attract to survive? Is that doable?
- Have we considered merging with another school? Should we consider going coed (for single-sex schools)? How would this affect our mission?
- How many students attending public schools can afford our school? Can we lure them away from the public system? How would we make our case?
- What is the typical profile of families in our school? Do we know why they are enrolling their children in our school?

- Can we work with local businesses and the chamber of commerce to attract new families to the area?

### **Responding to Racial/Ethnic Changes**

- Given the shifts in demographics, what percentage of students of color should the school aim for? How do our diversity numbers compare to those of this geographic region?
- What are the key characteristics that parents of color are looking for in a school? Does our school offer these attributes? Do we highlight these characteristics in messages?
- What communication channels should the school use to reach out to the people of color in its community? Should the school include other languages in its communications with parents?
- Do we know why families of color who can afford our tuition are not enrolling their children in our school? Do we know where these families are located?

### **Responding to Household Income Changes**

- Are middle-class families aware of all the options offered to pursue an education in our school (need-based financial aid, merit awards, tuition payment plans, and tuition loan programs)?
- Are our students' grandparents nearby? What percentage of students have their tuitions paid for by their grandparents? How can we involve grandparents in the life of the school?

### **Financial Considerations**

- What financial planning do we need to do to ensure the school is financially stable during economic downturns?
- If our school is facing high demand, what financial planning do we need to ensure a sound use of the resources?
- Are building improvements needed?
- Can we afford to offer better salaries or benefits? What major investment projects are needed?
- What are the best/most profitable fund-raising activities? Is our school relying mainly on tuition as a source of revenue? Are there other opportunities for revenue enhancement (non-tuition options)? <sup>[2]</sup>

- Who are our best donors? What is their profile? Since we are dealing with different generations, do we understand how to attract them? Are they more responsive to mail or online solicitations?
- What causes are our donors more inclined to support? How should the school keep them informed about the use of charitable funds?

## Resources That Can Help

1. **Trends** — To stay abreast of changing trends, in addition to the NAIS Demographic Center, school administrators can check the following website: [www.hermangroup.com](http://www.hermangroup.com). Also, the *NAIS Opinion Leaders' Survey* (free to browse at [www.nais.org](http://www.nais.org) or buy in bulk to share) identifies what demographic, social, economic, political, scientific, and technological trends opinion leaders in education, business, and the media believe will have the greatest impact on independent education in the future. This report also suggests actions that schools should consider now to successfully manage these important trends.
2. **Benchmarking** — To gather data and conduct benchmark analysis, schools can participate in the StatsOnline <sup>[3]</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/sustainable-schools/](http://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)

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[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: Seattle-Tacoma-Bellevue, WA

CBSA Code: 42660

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

State Name: Washington

Dominant Profile: SUB\_BUS

Description	2000	2010	2015 (2000-2010)	% Growth	% Growth Forecast
<b>Total Population and Households</b>					
Population	3,043,878	3,433,786	3,694,590	12.81	7.60
Households	1,196,568	1,373,207	1,485,579	14.76	8.18
<b>Households with School Age Population</b>					
Households with Children Age 0 to 17 Years	401,620	415,842	458,805	3.54	10.33
Percent of Households with Children Age 0 to 17 Years	33.56	30.28	30.88	-9.77	1.98
<b>School Age Population</b>					
Population Age 0 to 17 Years	747,354	901,193	975,253	20.58	8.22
Population Age 0 to 4 Years	198,643	261,601	293,683	31.69	12.26
Population Age 5 to 9 Years	212,588	271,743	296,104	27.83	8.96
Population Age 10 to 13 Years	170,221	182,076	189,719	6.96	4.20
Population Age 14 to 17 Years	165,902	185,773	195,747	11.98	5.37
<b>School Age Population by Gender</b>					
Male Population Age 0 to 17 Years	383,350	465,356	503,628	21.39	8.22
Female Population Age 0 to 17 Years	364,004	435,837	471,625	19.73	8.21
<b>Male School Age Population by Age</b>					
Male Population Age 0 to 4 Years	101,831	134,938	151,458	32.51	12.24
Male Population Age 5 to 9 Years	109,342	141,234	153,918	29.17	8.98
Male Population Age 10 to 13 Years	87,137	93,583	97,537	7.40	4.23
Male Population Age 14 to 17 Years	85,040	95,601	100,715	12.42	5.35
<b>Female School Age Population by Age</b>					
Female Population Age 0 to 4 Years	96,812	126,663	142,225	30.83	12.29
Female Population Age 5 to 9 Years	103,246	130,509	142,186	26.41	8.95
Female Population Age 10 to 13 Years	83,084	88,493	92,182	6.51	4.17
Female Population Age 14 to 17 Years	80,862	90,172	95,032	11.51	5.39
<b>Population in School</b>					
Nursery or Preschool	52,929	61,188	69,148	15.60	13.01
Kindergarten	42,635	51,224	56,469	20.15	10.24
Grades 1 to 4	170,540	204,898	225,875	20.15	10.24
Grades 5 to 8	170,691	171,610	180,903	0.54	5.42
Grades 9 to 12	166,360	175,094	186,651	5.25	6.60
<b>Population in School by Gender</b>					
Male Enrolled in School	309,429	342,986	371,466	10.84	8.30
Female Enrolled in School	293,726	321,028	347,580	9.30	8.27
<b>Male Population in School by Grade</b>					



Male Nursery or Preschool	27,133	31,562	35,661	16.32	12.99
Male Kindergarten	21,929	26,623	29,353	21.41	10.25
Male Grades 1 to 4	87,715	106,492	117,412	21.41	10.25
Male Grades 5 to 8	87,377	88,204	93,004	0.95	5.44
Male Grades 9 to 12	85,275	90,105	96,035	5.66	6.58

**Female Population in School by Grade**

Female Nursery or Preschool	25,796	29,626	33,487	14.85	13.03
Female Kindergarten	20,706	24,601	27,116	18.81	10.22
Female Grades 1 to 4	82,825	98,406	108,463	18.81	10.22
Female Grades 5 to 8	83,313	83,406	87,899	0.11	5.39
Female Grades 9 to 12	81,085	84,989	90,616	4.81	6.62

**Population in School**

Education, Total Enrollment (Pop 3+)	603,155	664,014	719,046	10.09	8.29
Education, Not Enrolled in School (Pop 3+)	2,127,481	2,377,362	2,548,974	11.75	7.22

**Population in Public vs Private School**

Education, Enrolled Private Schools (Pop 3+)	86,937	100,071	108,893	15.11	8.82
Education, Enrolled Private Preprimary (Pop 3+)	29,798	40,298	46,854	35.24	16.27
Education, Enrolled Private Elementary or High School (Pop 3+)	57,139	59,773	62,039	4.61	3.79
Education, Enrolled Public Schools (Pop 3+)	516,218	563,943	610,153	9.25	8.19
Education, Enrolled Public Preprimary (Pop 3+)	23,131	20,890	22,294	-9.69	6.72
Education, Enrolled Public Elementary or High School (Pop 3+)	493,087	543,053	587,859	10.13	8.25

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

Male Education, Enrolled Private Schools (Pop 3+)	44,591	51,666	56,219	15.87	8.81
Male Education, Enrolled Private Preprimary (Pop 3+)	15,275	20,786	24,164	36.08	16.25
Male Education, Enrolled Private Elementary or High School (Pop 3+)	29,315	30,879	32,056	5.34	3.81
Male Education, Enrolled Public Schools (Pop 3+)	264,839	291,321	315,247	10.00	8.21
Male Education, Enrolled Public Preprimary (Pop 3+)	11,858	10,775	11,497	-9.13	6.70
Male Education, Enrolled Public Elementary or High School (Pop 3+)	252,981	280,545	303,749	10.90	8.27

**Female Population in Public vs Private School**

Female Education, Enrolled Private Schools (Pop 3+)	42,346	48,405	52,674	14.31	8.82
Female Education, Enrolled Private Preprimary (Pop 3+)	14,523	19,512	22,690	34.35	16.29
Female Education, Enrolled Private Elementary or High School (Pop 3+)	27,824	28,894	29,983	3.85	3.77
Female Education, Enrolled Public Schools (Pop 3+)	251,379	272,622	294,906	8.45	8.17
Female Education, Enrolled Public Preprimary (Pop 3+)	11,273	10,115	10,797	-10.27	6.74
Female Education, Enrolled Public Elementary or High School (Pop 3+)	240,106	262,508	284,110	9.33	8.23

**Population by Race**

White Population, Alone	2,383,824	2,729,054	2,839,274	14.48	4.04
Black Population, Alone	152,718	28,932	28,918	-81.06	-0.05
Asian Population, Alone	274,998	44,384	48,207	-83.86	8.61
Other Population	232,338	631,416	778,191	171.77	23.25

**Population by Ethnicity**

Hispanic Population	162,453	486,640	576,967	199.56	18.56
White Non-Hispanic Population	2,313,259	2,558,067	2,638,967	10.58	3.16

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

Percent of White Population, Alone	78.32	79.48	76.85	1.48	-3.31
Percent of Black Population, Alone	5.02	0.84	0.78	-83.27	-7.14
Percent of Asian Population, Alone	9.03	1.29	1.30	-85.71	0.78
Percent of Other Population	7.63	18.39	21.06	141.02	14.52

#### Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	5.34	14.17	15.62	165.36	10.23
Percent of White Non-Hispanic Population	76.00	74.50	71.43	-1.97	-4.12

#### Educational Attainment

Education Attainment, College (Pop 25+)	444,160	522,143	572,516	17.56	9.65
Education Attainment, Graduate Degree (Pop 25+)	215,536	249,402	266,497	15.71	6.85

#### Household Income

Household Income, Median (\$)	52,135	67,763	80,888	29.98	19.37
Household Income, Average (\$)	66,012	86,419	106,771	30.91	23.55

#### Households by Income

Households with Income Less than \$25,000	242,895	204,504	166,961	-15.81	-18.36
Households with Income \$25,000 to \$49,999	332,500	291,606	252,666	-12.30	-13.35
Households with Income \$50,000 to \$74,999	268,009	268,097	257,973	0.03	-3.78
Households with Income \$75,000 to \$99,999	161,866	223,611	276,778	38.15	23.78
Households with Income \$100,000 to \$124,999	83,329	155,391	212,643	86.48	36.84
Households with Income \$125,000 to \$149,999	40,064	91,115	131,029	127.42	43.81
Households with Income \$150,000 to \$199,999	33,054	64,738	86,118	95.86	33.03
Households with Income \$200,000 and Over	34,851	74,145	101,411	112.75	36.77

#### Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	9,640	17,593	24,632	82.50	40.01
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	10,317	18,275	24,835	77.13	35.90
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	8,261	12,244	15,912	48.21	29.96
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	8,051	12,493	16,418	55.17	31.42
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	4,583	10,582	15,874	130.90	50.01
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	4,905	10,992	16,005	124.10	45.61
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	3,927	7,365	10,255	87.55	39.24
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	3,828	7,514	10,581	96.29	40.82
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	3,825	7,449	10,397	94.75	39.58
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	4,093	7,737	10,482	89.03	35.48
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	3,278	5,184	6,716	58.15	29.55
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	3,194	5,290	6,930	65.62	31.00
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	2,266	4,854	6,999	114.21	44.19
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	2,425	5,043	7,057	107.96	39.94
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	1,942	3,379	4,522	74.00	33.83
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	1,893	3,447	4,665	82.09	35.34
Families with one or more children aged 0-4 and Income \$350,000 and over	1,725	3,711	5,309	115.13	43.06
Families with one or more children aged 5-9 and Income \$350,000 and over	1,846	3,854	5,353	108.78	38.89
Families with one or more children aged 10-13 and Income \$350,000 and over	1,478	2,583	3,430	74.76	32.79
Families with one or more children aged 14-17 and Income \$350,000 and over	1,441	2,635	3,539	82.86	34.31

#### Households by Home Value

Housing, Owner Households Valued Less than \$250,000	507,342	317,129	304,087	-37.49	-4.11
Housing, Owner Households Valued \$250,000-\$299,999	81,391	134,382	155,028	65.11	15.36

Housing, Owner Households Valued \$300,000-\$399,999	76,483	140,544	145,501	83.76	3.53
Housing, Owner Households Valued \$400,000-\$499,999	35,413	105,604	134,712	198.21	27.56
Housing, Owner Households Valued \$500,000-\$749,999	27,834	100,957	105,106	262.71	4.11
Housing, Owner Households Valued \$750,000-\$999,999	8,476	41,971	59,963	395.17	42.87
Housing, Owner Households Valued More than \$1,000,000	7,583	19,051	22,946	151.23	20.45

### Households by Length of Residence

Length of Residence Less than 2 Years	82,072	359,956	411,366	338.59	14.28
Length of Residence 3 to 5 Years	123,108	539,934	617,049	338.59	14.28
Length of Residence 6 to 10 Years	367,309	385,837	418,143	5.04	8.37
Length of Residence More than 10 Years	624,080	87,480	39,020	-85.98	-55.40

### Households by Race and Income

#### White Households by Income

White Households with Income Less than \$25,000	184,492	151,168	118,059	-18.06	-21.90
White Households with Income \$25,000 to \$49,999	271,897	230,992	190,850	-15.04	-17.38
White Households with Income \$50,000 to \$74,999	223,939	223,724	207,286	-0.10	-7.35
White Households with Income \$75,000 to \$99,999	139,783	196,747	227,899	40.75	15.83
White Households with Income \$100,000 to \$124,999	72,485	141,639	185,777	95.40	31.16
White Households with Income \$125,000 to \$149,999	35,451	84,594	118,207	138.62	39.73
White Households with Income \$150,000 to \$199,999	29,706	60,801	80,874	104.68	33.01
White Households with Income \$200,000 and Over	31,760	70,558	94,930	122.16	34.54

#### Black Households by Income

Black Households with Income Less than \$25,000	18,880	1,209	1,202	-93.60	-0.58
Black Households with Income \$25,000 to \$49,999	18,205	963	1,274	-94.71	32.29
Black Households with Income \$50,000 to \$74,999	11,293	827	1,007	-92.68	21.77
Black Households with Income \$75,000 to \$99,999	5,044	701	1,043	-86.10	48.79
Black Households with Income \$100,000 to \$124,999	2,086	412	520	-80.25	26.21
Black Households with Income \$125,000 to \$149,999	781	155	192	-80.15	23.87
Black Households with Income \$150,000 to \$199,999	615	59	92	-90.41	55.93
Black Households with Income \$200,000 and Over	479	71	99	-85.18	39.44

#### Asian Households by Income

Asian Households with Income Less than \$25,000	21,748	2,747	2,268	-87.37	-17.44
Asian Households with Income \$25,000 to \$49,999	22,355	2,481	2,435	-88.90	-1.85
Asian Households with Income \$50,000 to \$74,999	19,211	2,390	2,176	-87.56	-8.95
Asian Households with Income \$75,000 to \$99,999	10,896	1,356	2,636	-87.56	94.40
Asian Households with Income \$100,000 to \$124,999	6,132	1,147	1,657	-81.29	44.46
Asian Households with Income \$125,000 to \$149,999	2,800	659	1,182	-76.46	79.36
Asian Households with Income \$150,000 to \$199,999	1,947	373	580	-80.84	55.50
Asian Households with Income \$200,000 and Over	1,965	404	574	-79.44	42.08

#### Other Households by Income

Other Households with Income Less than \$25,000	17,775	49,380	45,432	177.81	-8.00
Other Households with Income \$25,000 to \$49,999	20,043	57,170	58,107	185.24	1.64
Other Households with Income \$50,000 to \$74,999	13,566	41,156	47,504	203.38	15.42
Other Households with Income \$75,000 to \$99,999	6,143	24,807	45,200	303.83	82.21
Other Households with Income \$100,000 to \$124,999	2,626	12,193	24,689	364.32	102.49
Other Households with Income \$125,000 to \$149,999	1,032	5,707	11,448	453.00	100.60
Other Households with Income \$150,000 to \$199,999	786	3,505	4,572	345.93	30.44
Other Households with Income \$200,000 and Over	647	3,112	5,808	380.99	86.63

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

<b>Hispanic Households with Income Less than \$25,000</b>	11,537	29,607	29,560	156.63	-0.16
<b>Hispanic Households with Income \$25,000 to \$49,999</b>	14,713	40,826	43,931	177.48	7.61
<b>Hispanic Households with Income \$50,000 to \$74,999</b>	10,245	33,036	39,416	222.46	19.31
<b>Hispanic Households with Income \$75,000 to \$99,999</b>	4,356	22,846	36,885	424.47	61.45
<b>Hispanic Households with Income \$100,000 to \$124,999</b>	1,682	11,181	18,700	564.74	67.25
<b>Hispanic Households with Income \$125,000 to \$149,999</b>	636	4,752	7,681	647.17	61.64
<b>Hispanic Households with Income \$150,000 to \$199,999</b>	416	2,707	3,447	550.72	27.34
<b>Hispanic Households with Income \$200,000 and Over</b>	442	2,412	3,629	445.70	50.46

**White Non-Hispanic Households by Income**

<b>White Non-Hispanic Households with Income Less than \$25,000</b>	179,327	145,829	112,227	-18.68	-23.04
<b>White Non-Hispanic Households with Income \$25,000 to \$49,999</b>	266,080	223,896	181,702	-15.85	-18.85
<b>White Non-Hispanic Households with Income \$50,000 to \$74,999</b>	219,781	217,624	198,913	-0.98	-8.60
<b>White Non-Hispanic Households with Income \$75,000 to \$99,999</b>	137,270	190,576	218,235	38.83	14.51
<b>White Non-Hispanic Households with Income \$100,000 to \$124,999</b>	71,344	136,307	177,634	91.06	30.32
<b>White Non-Hispanic Households with Income \$125,000 to \$149,999</b>	34,914	81,368	113,181	133.05	39.10
<b>White Non-Hispanic Households with Income \$150,000 to \$199,999</b>	29,319	58,883	77,779	100.84	32.09
<b>White Non-Hispanic Households with Income \$200,000 and Over</b>	31,263	68,364	91,605	118.67	34.00

**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+)