



The NAIS Demographic Center 2012 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 – 2012. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).

Key Findings

School Age Population

- During 2010-2012, the number of households with children *Age 0 to 17 Years* grew from 430,590 to 436,022 (1.26 percent) in the CBSA of **Seattle-Tacoma-Bellevue, WA**. This number is expected to increase by 2.93 percent during the next five years, totaling 448,807 in 2017.
- The *School Age Population* group is expected to increase in 2017. Compared to the 2010-2012 increase of 1.38 percent, the population of children *Age 0 to 17 Years* is projected to increase by 4.37 percent from 796,620 in 2012 to 831,436 in 2017.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 3.96 percent from 387,952 in 2012 to 403,330 in 2017, while the *Male Population Age 0 to 17 Years* group will increase by 4.76 percent from 408,668 in 2012 to 428,106 in 2017.

Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 9.24 percent from 108,096 in 2012 to 118,088 in 2017, and increase by 12.70 percent for boys in the same age group from 114,374 in 2012 to 128,894 in 2017. The numbers for all groups are shown in the table below.

	MALE SCHOOL AGE POPULATION BY AGE			FEMALE SCHOOL AGE POPULATION BY AGE		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Age 0 to 4 Years	114,871	115,342	0.41	109,240	108,726	-0.47
Age 5 to 9 Years	114,374	128,894	12.70	108,096	118,088	9.24
Age 10 to 13 Years	87,354	85,613	-1.99	84,226	86,530	2.74
Age 14 to 17 Years	92,069	98,257	6.72	86,390	89,986	4.16

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 19.00 percent and 17.51 percent, respectively, between 2012 and 2017, while *Nursery or Preschool* is expected to increase by 10.52 percent from 53,946 in 2012 to 59,623 in 2017. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 10.02 percent and increase 11.00 percent, respectively, during the period 2012-2017. The numbers for all groups are shown in the table below.

	POPULATION IN SCHOOL			MALE POPULATION IN SCHOOL			FEMALE POPULATION IN SCHOOL		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Nursery or Preschool	53,946	59,623	10.52	27,651	30,692	11.00	26,295	28,931	10.02
Kindergarten	46,877	55,784	19.00	24,100	29,112	20.80	22,777	26,672	17.10
Grades 1 to 4	179,423	210,835	17.51	92,243	110,030	19.28	87,180	100,805	15.83
Grades 5 to 8	164,083	160,970	-1.90	83,538	80,056	-4.17	80,545	80,914	0.46
Grades 9 to 12	197,873	228,382	15.42	102,084	119,208	16.77	95,789	109,174	13.97

Enrollment in Private Schools

- The population enrolled in private schools increased by 4.91 percent during the years 2010-2012; and is expected to increase by 17.05 percent in 2017 from 100,543 in 2012 to 117,687 in 2017. While total public school enrollment increased 3.67 percent during the years 2010-2012, it will increase by 10.38 percent between 2012 and 2017.
- During 2010-2012, male preprimary enrollment in private schools increased by 4.76 percent and female preprimary enrollment by 4.40 percent. During 2012-2017, male preprimary enrollment in private schools is anticipated to increase by 15.26 percent from 17,530 in 2012 to 20,205 in 2017; while female preprimary enrollment is expected to increase by 14.25 percent from 16,671 in 2012 to 19,046 in 2017. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 18.85 percent and 17.57 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 6.60 percent between 2010-2012; the population of Hispanics increased by 9.83 percent; the Asian population increased by 12.80 percent; the American Indian and Alaska Native population increased by 4.14 percent. The Other Race population increased by 10.07 percent; and the population of Two or More Races increased by 12.89 percent; and the White population decreased by -0.79 percent during the years 2010-2012.
- While the White population represents 69.65 percent of the total population, it is expected to decrease from 2,455,450 in 2012 to 2,337,362 in 2017 (-4.81 percent). All other racial/ethnic groups are predicted to vary between 2012 and 2017, especially the Hispanic population, which will increase from 339,885 in 2012 to 444,096 in 2017 (30.66 percent).

Numbers of Affluent Families

- The number of families with school-age children and incomes of at least \$100,000 per year is predicted to change through 2017 as shown in the table below. In particular, *Families with one or more children aged 0-4 and Income \$150,000 and \$199,999* is expected to increase from 11,763 in 2012 to 15,213 in 2017 (29.33 percent).

	INCOME \$100,000 TO \$124,999			INCOME \$125,000 TO \$149,999			INCOME \$150,000 TO \$199,999			INCOME \$200,000 TO \$349,999			INCOME \$350,000 AND OVER		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Aged 0-4	16,514	16,062	-2.74	11,834	13,738	16.09	11,763	15,213	29.33	6,731	10,918	62.20	5,107	8,313	62.78
Aged 5-9	16,393	17,705	8.00	11,748	15,142	28.89	11,677	16,769	43.61	6,681	12,034	80.12	5,069	9,163	80.77
Aged 10-13	12,643	12,340	-2.40	9,060	10,554	16.49	9,006	11,688	29.78	5,153	8,388	62.78	3,910	6,386	63.32

Aged 14-17	13,150	13,494	2.62	9,424	11,541	22.46	9,367	12,781	36.45	5,360	9,172	71.12	4,066	6,984	71.77
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11. The number of African American, Asian, American Indian and Alaska Native, Other Race, and Two or More Races households with incomes of at least \$100,000 per year will shift between 2012 and 2017, as shown in the table below. In particular, *the Other Race Households with Income \$125,000 and \$149,999* are projected to increase by 130.10 percent, from 1,226 in 2012 to 2,821 in 2017.

	BLACK HOUSEHOLDS			ASIAN HOUSEHOLDS			AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS			OTHER RACE HOUSEHOLDS			TWO OR MORE RACES HOUSEHOLDS		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Income \$100,000 to \$124,999	5,697	7,540	32.35	13,478	24,270	80.07	1,473	1,654	12.29	2,843	4,886	71.86	5,962	8,136	186.18
Income \$125,000 to \$149,999	3,389	4,782	41.10	7,744	16,212	109.35	831	1,446	74.01	1,226	2,821	130.10	4,695	7,302	55.53
Income \$150,000 to \$199,999	2,508	3,804	51.67	8,526	12,500	46.61	584	1,038	77.74	1,749	2,227	27.33	3,726	7,095	90.42
Income \$200,000 and Over	1,632	2,493	52.76	4,542	13,964	207.44	224	810	261.61	884	2,447	176.81	3,964	7,430	87.44

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 3,554 in 2012 to 4,009 in 2017 (12.80 percent).

	HISPANIC HOUSEHOLDS		
	2012	2017	% Growth (2012-2017)
Income \$100,000 to \$124,999	7,229	9,248	27.93
Income \$125,000 to \$149,999	4,762	5,343	12.20
Income \$150,000 to \$199,999	4,226	4,681	10.77
Income \$200,000 and Over	3,554	4,009	12.80

13. The number of *Households by Home Value* also shifted between 2010 and 2012. In particular, the number of households with homes valued between \$250,000 and \$299,999 increased by 4.87 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increased from 128,984 in 2012 to 135,211 in 2017 (4.83 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2012	2017	% Growth (2010-2012)	% Growth (2012-2017)
Less than \$250,000	192,529	183,762	160,895	-4.55	-12.44
\$250,000-\$299,999	102,801	107,807	123,066	4.87	14.15
\$300,000-\$399,999	197,400	200,320	207,013	1.48	3.34
\$400,000-\$499,999	126,489	128,984	135,211	1.97	4.83
\$500,000-\$749,999	139,518	146,593	166,048	5.07	13.27
\$750,000-\$999,999	43,984	44,451	45,436	1.06	2.22
More than \$1,000,000	32,836	32,598	31,892	-0.72	-2.17

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Seattle-Tacoma-Bellevue, WA** increased 2.60 percent, from 562,639 in 2010 to 577,287 in 2012. This number is expected to increase by 4.72 percent through 2017. For people older than 25 years of age who hold graduate degrees, their numbers increased from 313,615 in 2010 to 333,446 in 2012 (6.32 percent), and it is forecasted this population will increase an additional 16.88 percent by the year 2017.

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)? ^[1]
- Who are our best donors? What is their profile? Since we are dealing with different generations, do we understand how to attract them? Are they more responsive to mail or online solicitations?

- What causes are our donors more inclined to support? How should the school keep them informed about the use of charitable funds?

Resources That Can Help

1. **Trends** — To stay abreast of changing trends, in addition to the NAIS Demographic Center, school administrators can check the following website: www.hermangroup.com. Also, the *NAIS Opinion Leaders' Survey* (free to browse at www.nais.org or buy in bulk to share) identifies what demographic, social, economic, political, scientific, and technological trends opinion leaders in education, business, and the media believe will have the greatest impact on independent education in the future. This report also suggests actions that schools should consider now to successfully manage these important trends.
2. **Benchmarking** — To gather data and conduct benchmark analysis, schools can participate in the StatsOnline ^[2] annual survey (www.nais.org/go/statsonline). StatsOnline collects data on admissions, annual giving, financial aid, financial operations, salaries, schools, students, staff, and tuition. Available tools include:
 - ✓ **Benchmarking tools** to create custom groups and reports based upon any of the survey variables.
 - ✓ **Financing Schools Calculator** to project budgets based on various preferred and possible scenarios to see the impact on the "bottom line" of changes in some of the variables.
 - ✓ **Executive Compensation Reports** that you can provide to your board or compensation committee so they can either authorize or perform a comparative compensation study (of salary, other forms of compensation, and benefits) and create a documented "rebuttable presumption" of the reasonableness of the compensation (available only to heads and business managers).
3. **Market Research** — The report, [Marketing Independent Schools to Generation X and Minority Parents](#), provides information on the factors that are relevant to families of color and Generation X parents when selecting schools for their children. It also gives specific advice on which messages to consider when reaching out to particular groups of families. In addition, the [NAIS Public Opinion Poll](#) provides information on characteristics the American public associates with a quality education and their perceptions of independent schools. The members-only version of the report also includes implications and recommendations for ways schools can communicate with constituents about the value of independent education.
4. **Advocacy and Marketing** — NAIS has created several resources to help you communicate with important constituents like prospective students and families, prospective teachers, the media, and policymakers. They can help you explain the value of independent education and of your school:
 - ✓ [Values Added: The Lifelong Returns of an Independent School Education](#).
 - ✓ [Admission and Marketing Tools](#) (brochures, ad templates, video clips, etc).
 - ✓ [Communications Handbook](#) (Independent School Advocacy Initiative).
 - ✓ [NAIS Parent Guide](#) (information about admission and financial aid designed for parents www.nais.org/go/parents).
5. **Financial Sustainability** — NAIS believes that schools need to work toward financial sustainability by becoming more efficient and strategic financially to ensure long-term viability. As part of NAIS's Sustainability Initiative, we have assembled below articles, presentations, and reports on admission-marketing, development, leadership, communications, and finance topics, all related to financial sustainability.
 - ✓ [Parents Views on Independent Schools under the Current Economic Situation](#).
 - ✓ [Demography and the Economy](#)
 - ✓ [AdmissionQuest's podcast: Exploring School Sustainability Directions & Ideas with Patrick Bassett](#)
 - ✓ [Admission Trends, Families, and the School Search](#)
 - ✓ [Enrollment Dilemmas, Part I](#) and [Part II](#)
 - ✓ [Sticky Messages](#)
 - ✓ [Net Tuition Revenue Management: The Why, When, and How, Financially Sustainable Schools – Leadership Series: No. 12](#)
 - ✓ [Enrollment and Marketing Considerations in a Tight Financial Market](#)

^[1] The 2006 NAIS Non-Tuition Survey presents alternative sources of revenue to tuitions, annual/capital giving, and investments that many schools have in place to achieve the balance between costs and income. <http://www.nais.org/Series/Pages/NAIS-2006-Non-Tuition-Revenue-Study.aspx>.

^[2] StatsOnline is available to five key administrators at each participating school who are responsible for providing the statistical data each year. The five administrators include: head, business manager, director of admission, director of development, and director of financial aid.

EASI NAIS Detailed Trend Report & Analysis - 2012

CBSA Name: Seattle-Tacoma-Bellevue, WA

CBSA Code: 42660

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

State Name: Washington

Dominant Profile: SUB_BUS

Description	2010	2012	2017 (2010-2012)	% Growth	% Growth Forecast
Total Population and Households					
Population	3,439,809	3,525,380	3,733,411	2.49	5.90
Households	1,357,475	1,389,484	1,481,274	2.36	6.61
Households with School Age Population					
Households with Children Age 0 to 17 Years	430,590	436,022	448,807	1.26	2.93
Percent of Households with Children Age 0 to 17 Years	31.72	31.38	30.30	-1.07	-3.44
School Age Population					
Population Age 0 to 17 Years	785,796	796,620	831,436	1.38	4.37
Population Age 0 to 4 Years	223,335	224,111	224,068	0.35	-0.02
Population Age 5 to 9 Years	213,938	222,470	246,982	3.99	11.02
Population Age 10 to 13 Years	171,466	171,580	172,142	0.07	0.33
Population Age 14 to 17 Years	177,057	178,459	188,244	0.79	5.48
School Age Population by Gender					
Male Population Age 0 to 17 Years	402,189	408,668	428,106	1.61	4.76
Female Population Age 0 to 17 Years	383,607	387,952	403,330	1.13	3.96
Male School Age Population by Age					
Male Population Age 0 to 4 Years	114,277	114,871	115,342	0.52	0.41
Male Population Age 5 to 9 Years	109,251	114,374	128,894	4.69	12.70
Male Population Age 10 to 13 Years	87,800	87,354	85,613	-0.51	-1.99
Male Population Age 14 to 17 Years	90,861	92,069	98,257	1.33	6.72
Female School Age Population by Age					
Female Population Age 0 to 4 Years	109,058	109,240	108,726	0.17	-0.47
Female Population Age 5 to 9 Years	104,687	108,096	118,088	3.26	9.24
Female Population Age 10 to 13 Years	83,666	84,226	86,530	0.67	2.74
Female Population Age 14 to 17 Years	86,196	86,390	89,986	0.23	4.16
Population in School					
Nursery or Preschool	52,476	53,946	59,623	2.80	10.52
Kindergarten	44,399	46,877	55,784	5.58	19.00
Grades 1 to 4	169,326	179,423	210,835	5.96	17.51
Grades 5 to 8	164,454	164,083	160,970	-0.23	-1.90
Grades 9 to 12	187,642	197,873	228,382	5.45	15.42
Population in School by Gender					
Male Enrolled in School	316,496	329,616	369,098	4.15	11.98
Female Enrolled in School	301,801	312,586	346,496	3.57	10.85
Male Population in School by Grade					
Male Nursery or Preschool	26,851	27,651	30,692	2.98	11.00
Male Kindergarten	22,673	24,100	29,112	6.29	20.80
Male Grades 1 to 4	86,469	92,243	110,030	6.68	19.28
Male Grades 5 to 8	84,210	83,538	80,056	-0.80	-4.17
Male Grades 9 to 12	96,293	102,084	119,208	6.01	16.77
Female Population in School by Grade					
Female Nursery or Preschool	25,625	26,295	28,931	2.61	10.02
Female Kindergarten	21,726	22,777	26,672	4.84	17.10
Female Grades 1 to 4	82,857	87,180	100,805	5.22	15.63
Female Grades 5 to 8	80,244	80,545	80,914	0.38	0.46
Female Grades 9 to 12	91,349	95,789	109,174	4.86	13.97
Population in School					
Education, Total Enrollment (Pop 3+)	618,297	642,202	715,594	3.87	11.43
Education, Not Enrolled in School (Pop 3+)	2,444,543	2,490,252	2,574,155	1.87	3.37
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	95,834	100,543	117,687	4.91	17.05
Education, Enrolled Private Preprimary (Pop 3+)	32,701	34,201	39,251	4.59	14.77
Education, Enrolled Private Elementary or High School (Pop 3+)	63,133	66,342	78,436	5.08	18.23
Education, Enrolled Public Schools (Pop 3+)	522,463	541,659	597,907	3.67	10.38
Education, Enrolled Public Preprimary (Pop 3+)	19,775	19,745	20,372	-0.15	3.18
Education, Enrolled Public Elementary or High School (Pop 3+)	502,688	521,914	577,535	3.82	10.66
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	49,044	51,581	60,675	5.17	17.63
Male Education, Enrolled Private Preprimary (Pop 3+)	16,733	17,530	20,205	4.76	15.26
Male Education, Enrolled Private Elementary or High School (Pop 3+)	32,312	34,051	40,470	5.38	18.85
Male Education, Enrolled Public Schools (Pop 3+)	267,452	278,035	308,424	3.96	10.93
Male Education, Enrolled Public Preprimary (Pop 3+)	10,119	10,121	10,487	0.02	3.62
Male Education, Enrolled Public Elementary or High School (Pop 3+)	257,333	267,914	297,937	4.11	11.21
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	46,790	48,962	57,012	4.64	16.44
Female Education, Enrolled Private Preprimary (Pop 3+)	15,968	16,671	19,046	4.40	14.25
Female Education, Enrolled Private Elementary or High School (Pop 3+)	30,821	32,291	37,966	4.77	17.57
Female Education, Enrolled Public Schools (Pop 3+)	255,011	263,624	289,483	3.38	9.81
Female Education, Enrolled Public Preprimary (Pop 3+)	9,656	9,624	9,885	-0.33	2.71
Female Education, Enrolled Public Elementary or High School (Pop 3+)	245,355	254,000	279,598	3.52	10.08
Population by Race					
White Population, Alone	2,474,896	2,455,450	2,337,362	-0.79	-4.81
Black Population, Alone	191,967	204,635	237,903	6.60	16.26
Asian Population, Alone	421,170	475,094	646,246	12.80	36.02

American Indian and Alaska Native Population, Alone	36,819	38,344	42,382	4.14	10.53
Other Race Population, Alone	131,089	144,285	184,081	10.07	27.58
Two or More Races Population	183,868	207,572	285,437	12.89	37.51

Population by Ethnicity

Hispanic Population	309,476	339,885	444,096	9.83	30.66
White Non-Hispanic Population	2,340,274	2,290,285	2,134,075	-2.14	-6.82

Population by Race As Percent of Total Population

Percent of White Population, Alone	71.95	69.65	62.61	-3.20	-10.11
Percent of Black Population, Alone	5.58	5.80	6.37	3.94	9.83
Percent of Asian Population, Alone	12.24	13.48	17.31	10.13	28.41
Percent of American Indian and Alaska Native Population, Alone	1.07	1.09	1.14	1.87	4.59
Percent of Other Race Population, Alone	3.81	4.09	4.93	7.35	20.54
Percent of Two or More Races Population, Alone	5.35	5.89	7.65	10.09	29.88

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	9.00	9.64	11.90	7.11	23.44
Percent of White Non-Hispanic Population	68.03	64.97	57.16	-4.50	-12.02

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	562,639	577,287	604,553	2.60	4.72
Education Attainment, Master's Degree (Pop 25+)	220,020	234,976	276,874	6.80	17.83
Education Attainment, Professional Degree (Pop 25+)	56,246	57,773	61,719	2.71	6.83
Education Attainment, Doctorate Degree (Pop 25+)	37,349	40,697	51,138	8.96	25.66

Household Income

Household Income, Median (\$)	69,524	70,336	85,173	1.17	21.09
Household Income, Average (\$)	89,760	90,810	112,949	1.17	24.38

Households by Income

Households with Income Less than \$25,000	213,292	216,004	190,683	1.27	-11.72
Households with Income \$25,000 to \$49,999	271,468	273,735	235,527	0.84	-13.96
Households with Income \$50,000 to \$74,999	248,380	252,014	231,325	1.46	-8.21
Households with Income \$75,000 to \$99,999	196,895	201,305	204,230	2.24	1.45
Households with Income \$100,000 to \$124,999	146,170	150,474	170,710	2.94	13.45
Households with Income \$125,000 to \$149,999	95,402	99,569	136,458	4.37	37.05
Households with Income \$150,000 to \$199,999	93,563	98,377	138,577	5.15	40.86
Households with Income \$200,000 and Over	92,305	98,006	173,764	6.18	77.30

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	16,328	16,514	16,062	1.14	-2.74
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	15,641	16,393	17,705	4.81	8.00
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	12,536	12,643	12,340	0.85	-2.40
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	12,945	13,150	13,494	1.58	2.62
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	11,568	11,834	13,738	2.30	16.09
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	11,081	11,748	15,142	6.02	28.89
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	8,881	9,060	10,554	2.02	16.49
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	9,171	9,424	11,541	2.76	22.46
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	11,421	11,763	15,213	2.99	29.33
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	10,940	11,677	16,769	6.74	43.61
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	8,768	9,006	11,688	2.71	29.78
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	9,054	9,367	12,781	3.46	36.45
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	6,471	6,731	10,918	4.02	62.20
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	6,198	6,681	12,034	7.79	80.12
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	4,968	5,153	8,388	3.72	62.78
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	5,130	5,360	9,172	4.48	71.12
Families with one or more children aged 0-4 and Income \$350,000 and over	4,884	5,107	8,313	4.57	62.78
Families with one or more children aged 5-9 and Income \$350,000 and over	4,678	5,069	9,163	8.36	80.77
Families with one or more children aged 10-13 and Income \$350,000 and over	3,750	3,910	6,386	4.27	63.32
Families with one or more children aged 14-17 and Income \$350,000 and over	3,872	4,066	6,984	5.01	71.77

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	192,529	183,762	160,895	-4.55	-12.44
Housing, Owner Households Valued \$250,000-\$299,999	102,801	107,807	123,066	4.87	14.15
Housing, Owner Households Valued \$300,000-\$399,999	197,400	200,320	207,013	1.48	3.34
Housing, Owner Households Valued \$400,000-\$499,999	126,489	128,984	135,211	1.97	4.83
Housing, Owner Households Valued \$500,000-\$749,999	139,518	146,593	166,048	5.07	13.27
Housing, Owner Households Valued \$750,000-\$999,999	43,984	44,451	45,436	1.06	2.22
Housing, Owner Households Valued More than \$1,000,000	32,836	32,598	31,892	-0.72	-2.17

Households by Length of Residence

Length of Residence Less than 2 Years	203,004	224,596	289,960	10.64	29.10
Length of Residence 3 to 5 Years	304,507	336,894	434,940	10.64	29.10
Length of Residence 6 to 10 Years	497,487	487,006	455,055	-2.11	-6.56
Length of Residence More than 10 Years	352,477	340,988	301,320	-3.26	-11.63

Households by Race and Income**White Households by Income**

White Households with Income Less than \$25,000	144,049	142,808	109,238	-0.86	-23.51
White Households with Income \$25,000 to \$49,999	201,526	199,668	151,870	-0.92	-23.94
White Households with Income \$50,000 to \$74,999	189,474	188,723	157,903	-0.40	-16.33
White Households with Income \$75,000 to \$99,999	155,766	155,848	144,481	0.05	-7.29
White Households with Income \$100,000 to \$124,999	120,395	121,021	124,224	0.52	2.65
White Households with Income \$125,000 to \$149,999	80,380	81,684	103,895	1.62	27.19
White Households with Income \$150,000 to \$199,999	79,646	81,284	111,913	2.06	37.68
White Households with Income \$200,000 and Over	84,066	86,760	146,620	3.20	68.99

Black Households by Income

Black Households with Income Less than \$25,000	23,338	24,589	30,970	5.36	25.95
Black Households with Income \$25,000 to \$49,999	18,909	20,303	25,924	7.37	27.69
Black Households with Income \$50,000 to \$74,999	12,572	13,870	18,192	10.32	31.16
Black Households with Income \$75,000 to \$99,999	7,604	8,848	11,508	16.36	30.06
Black Households with Income \$100,000 to \$124,999	5,052	5,697	7,540	12.77	32.35
Black Households with Income \$125,000 to \$149,999	2,738	3,389	4,782	23.78	41.10
Black Households with Income \$150,000 to \$199,999	2,059	2,508	3,804	21.81	51.67

Black Households with Income \$200,000 and Over	1,249	1,632	2,493	30.66	52.76
Asian Households by Income					
Asian Households with Income Less than \$25,000	30,813	32,883	34,894	6.72	6.12
Asian Households with Income \$25,000 to \$49,999	31,371	33,356	36,798	6.33	10.32
Asian Households with Income \$50,000 to \$74,999	28,655	31,058	35,030	8.39	12.79
Asian Households with Income \$75,000 to \$99,999	19,978	22,569	31,399	12.97	39.12
Asian Households with Income \$100,000 to \$124,999	11,270	13,478	24,270	19.59	80.07
Asian Households with Income \$125,000 to \$149,999	6,100	7,744	16,212	26.95	109.35
Asian Households with Income \$150,000 to \$199,999	7,343	8,526	12,500	16.11	46.61
Asian Households with Income \$200,000 and Over	3,036	4,542	13,964	49.60	207.44
American Indian and Alaska Native Households					
American Indian and Alaska Native Households with Income Less than \$25,000	2,260	2,190	1,451	-3.10	-33.74
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	2,676	2,616	1,936	-2.24	-25.99
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	2,366	2,336	1,878	-1.27	-19.61
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	2,065	1,971	1,696	-4.55	-13.95
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	1,477	1,473	1,654	-0.27	12.29
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	824	831	1,446	0.85	74.01
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	577	584	1,038	1.21	77.74
American Indian and Alaska Native Households with Income \$200,000 and Over	221	224	810	1.36	261.61
Other Race Households by Income					
Other Race Households with Income Less than \$25,000	6,066	6,579	6,550	8.46	-0.44
Other Race Households with Income \$25,000 to \$49,999	9,662	10,360	10,758	7.22	3.84
Other Race Households with Income \$50,000 to \$74,999	7,644	8,177	9,483	6.97	15.97
Other Race Households with Income \$75,000 to \$99,999	4,739	5,067	6,780	6.92	33.81
Other Race Households with Income \$100,000 to \$124,999	2,699	2,843	4,886	5.34	71.86
Other Race Households with Income \$125,000 to \$149,999	1,222	1,226	2,821	0.33	130.10
Other Race Households with Income \$150,000 to \$199,999	1,582	1,749	2,227	10.56	27.33
Other Race Households with Income \$200,000 and Over	864	884	2,447	2.31	176.81
Two or More Races Households by Income					
Two or More Races Households with Income Less than \$25,000	6,766	6,955	7,580	2.79	8.99
Two or More Races Households with Income \$25,000 to \$49,999	7,324	7,432	8,241	1.47	10.89
Two or More Races Households with Income \$50,000 to \$74,999	7,669	7,850	8,839	2.36	12.60
Two or More Races Households with Income \$75,000 to \$99,999	6,743	7,002	8,366	3.84	19.48
Two or More Races Households with Income \$100,000 to \$124,999	5,277	5,962	8,136	12.98	36.46
Two or More Races Households with Income \$125,000 to \$149,999	4,138	4,695	7,302	13.46	55.53
Two or More Races Households with Income \$150,000 to \$199,999	2,356	3,726	7,095	58.15	90.42
Two or More Races Households with Income \$200,000 and Over	2,869	3,964	7,430	38.17	87.44
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	16,798	16,097	22,328	-4.17	38.71
Hispanic Households with Income \$25,000 to \$49,999	24,057	23,309	32,309	-3.11	38.61
Hispanic Households with Income \$50,000 to \$74,999	16,924	18,191	24,028	7.49	32.09
Hispanic Households with Income \$75,000 to \$99,999	9,897	12,436	15,411	25.65	23.92
Hispanic Households with Income \$100,000 to \$124,999	5,871	7,229	9,248	23.13	27.93
Hispanic Households with Income \$125,000 to \$149,999	3,091	4,762	5,343	54.06	12.20
Hispanic Households with Income \$150,000 to \$199,999	3,052	4,226	4,681	38.47	10.77
Hispanic Households with Income \$200,000 and Over	2,099	3,554	4,009	69.32	12.80
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	138,370	131,069	94,546	-5.28	-27.87
White Non-Hispanic Households with Income \$25,000 to \$49,999	194,944	184,770	132,457	-5.22	-28.31
White Non-Hispanic Households with Income \$50,000 to \$74,999	184,739	177,084	141,055	-4.14	-20.35
White Non-Hispanic Households with Income \$75,000 to \$99,999	151,648	147,115	131,766	-2.99	-10.43
White Non-Hispanic Households with Income \$100,000 to \$124,999	116,449	114,616	115,074	-1.57	0.40
White Non-Hispanic Households with Income \$125,000 to \$149,999	76,584	77,677	97,957	1.43	26.11
White Non-Hispanic Households with Income \$150,000 to \$199,999	76,138	77,896	105,728	2.31	35.73
White Non-Hispanic Households with Income \$200,000 and Over	78,519	83,352	140,049	6.16	68.02

Footnotes:

Beginning in the year 2000, the US Census changed the way it collected race data allowing respondents to report as many race categories as were necessary to identify themselves. Also, note that the federal government considers race and Hispanic origin to be two separate and distinct concepts. Peoples of Hispanic origin can be of any race.

The Median Household Income is the midpoint income in a ranking from low to high. Average Household Income is the sum of all incomes divided by the number of households.

Education Total Enrollment refers to the total population age 3 and above enrolled in school in this geography. Education Not Enrolled in School refers to the total population age 3 and above not enrolled in school in this geography.

Easy Analytic Software, Inc. (EASI) is the source of all updated estimates. All other data are derived from the US Census and other official government sources. Consumer Expenditure data are derived from the Bureau of Labor Statistics.

All estimates are as of 1/1/2012 unless otherwise stated.

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EASI Dominant Profiles

A dominant profile is a variable which attempts to define what is most unique about a given area. Within its demographic system, EASI has identified 39 profiles. The profile appearing at the top of the report is the dominant one for that geographic region. In some reports the profile nickname is all that is reported. Below is a listing of nicknames and their full description:

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