



The NAIS Demographic Center 2013 Local Area Reports

CBSA : Atlanta-Sandy Springs-Roswell, GA

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 – 2013. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).

Key Findings

School Age Population

- During 2010-2013, the number of households with children *Age 0 to 17 Years* grew from 742,092 to 763,067 (2.83 percent) in the CBSA of **Atlanta-Sandy Springs-Roswell, GA**. This number is expected to increase by 2.20 percent during the next five years, totaling 779,829 in 2018.
- The *School Age Population* group is expected to increase in 2018. Compared to the 2010-2013 increase of 2.29 percent, the population of children *Age 0 to 17 Years* is projected to increase by 2.49 percent from 1,432,872 in 2013 to 1,468,618 in 2018.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 2.51 percent from 702,197 in 2013 to 719,831 in 2018, while the *Male Population Age 0 to 17 Years* group will increase by 2.48 percent from 730,675 in 2013 to 748,787 in 2018.

Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 6.52 percent from 202,596 in 2013 to 215,810 in 2018, and increase by 1.71 percent for boys in the same age group from 203,424 in 2013 to 206,905 in 2018. The numbers for all groups are shown in the table below.

	MALE SCHOOL AGE POPULATION BY AGE			FEMALE SCHOOL AGE POPULATION BY AGE		
	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)
Age 0 to 4 Years	195,742	194,888	-0.44	187,185	184,952	-1.19
Age 5 to 9 Years	203,424	206,905	1.71	202,596	215,810	6.52
Age 10 to 13 Years	168,818	181,173	7.32	156,090	159,439	2.15
Age 14 to 17 Years	162,691	165,821	1.92	156,326	159,630	2.11

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 8.63 percent and 5.91 percent, respectively, between 2013 and 2018, while *Nursery or Preschool* is expected to increase by 3.81 percent from 108,445 in 2013 to 112,578 in 2018. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 3.41 percent and increase 4.20 percent, respectively, during the period 2013-2018. The numbers for all groups are shown in the table below.

	POPULATION IN SCHOOL			MALE POPULATION IN SCHOOL			FEMALE POPULATION IN SCHOOL		
	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)
Nursery or Preschool	108,445	112,578	3.81	55,434	57,761	4.20	53,011	54,817	3.41
Kindergarten	82,634	89,767	8.63	41,401	43,938	6.13	41,233	45,829	11.15
Grades 1 to 4	320,638	339,577	5.91	160,646	166,212	3.46	159,992	173,365	8.36
Grades 5 to 8	318,037	342,820	7.79	165,248	182,347	10.35	152,789	160,473	5.03
Grades 9 to 12	321,832	345,409	7.33	164,126	175,990	7.23	157,706	169,419	7.43

Enrollment in Private Schools

- The population enrolled in private schools increased by 0.38 percent during the years 2010-2013; and is expected to increase by 1.39 percent in 2018 from 159,732 in 2013 to 161,954 in 2018. While total public school enrollment increased 4.62 percent during the years 2010-2013, it will increase by 7.70 percent between 2013 and 2018.
- During 2010-2013, male preprimary enrollment in private schools decreased by -1.51 percent and female preprimary enrollment by -1.59 percent. During 2013-2018, male preprimary enrollment in private schools is anticipated to decrease by -1.42 percent from 27,513 in 2013 to 27,122 in 2018; while female preprimary enrollment is expected to decrease by -2.17 percent from 26,311 in 2013 to 25,740 in 2018. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 2.86 percent and 3.16 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 7.91 percent between 2010-2013; the population of Hispanics increased by 13.13 percent; the Asian population increased by 11.65 percent; the American Indian and Alaska Native population increased by 11.98 percent. The Other Race population decreased by -0.60 percent; and the population of Two or More Races increased by 14.18 percent; and the White population increased by 0.37 percent during the years 2010-2013.
- While the White population represents 53.71 percent of the total population, it is expected to decrease from 2,944,250 in 2013 to 2,892,055 in 2018 (-1.77 percent). All other racial/ethnic groups are predicted to vary between 2013 and 2018, especially the Hispanic population, which will increase from 619,825 in 2013 to 772,755 in 2018 (24.67 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 2018 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 16,201 in 2013 to 19,812 in 2018 (22.29 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		
	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)
Aged 0-4	22,943	24,165	5.33	15,641	19,017	21.58	16,201	19,812	22.29	9,983	16,100	61.27	7,282	12,050	65.48
Aged 5-9	24,327	26,893	10.55	16,584	21,164	27.62	17,178	22,048	28.35	10,585	17,917	69.27	7,722	13,410	73.66
Aged 10-13	19,467	21,669	11.31	13,271	17,053	28.50	13,746	17,766	29.24	8,470	14,437	70.45	6,179	10,806	74.88

Aged 14-17	19,114	20,705	8.32	13,030	16,294	25.05	13,497	16,975	25.77	8,317	13,795	65.87	6,067	10,325	70.18
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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 2013 and 2018, as shown in the table below. In particular, *the Other Race Households with Income \$125,000 and \$149,999* are projected to increase by 97.49 percent, from 1,672 in 2013 to 3,302 in 2018.

	BLACK HOUSEHOLDS			ASIAN HOUSEHOLDS			AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS			OTHER RACE HOUSEHOLDS			TWO OR MORE RACES HOUSEHOLDS		
	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)
Income \$100,000 to \$124,999	52,195	64,809	24.17	7,014	12,742	81.67	997	2,301	130.79	3,738	5,618	50.29	5,269	8,636	131.03
Income \$125,000 to \$149,999	31,403	41,259	31.39	5,443	8,798	61.64	86	1,055	1,126.74	1,672	3,302	97.49	3,850	6,196	60.94
Income \$150,000 to \$199,999	24,214	32,022	32.25	5,998	7,212	20.24	680	1,193	75.44	1,614	1,965	21.75	4,262	6,087	42.82
Income \$200,000 and Over	17,457	25,007	43.25	3,743	9,398	151.08	112	574	412.50	1,396	2,581	84.89	5,589	9,534	70.59

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 5,281 in 2013 to 6,134 in 2018 (16.15 percent).

	HISPANIC HOUSEHOLDS		
	2013	2018	% Growth (2013-2018)
Income \$100,000 to \$124,999	10,904	12,704	16.51
Income \$125,000 to \$149,999	6,941	7,750	11.66
Income \$150,000 to \$199,999	5,309	6,181	16.42
Income \$200,000 and Over	5,281	6,134	16.15

13. The number of *Households by Home Value* also shifted between 2010 and 2013. In particular, the number of households with homes valued between \$250,000 and \$299,999 increased by 11.56 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increased from 68,605 in 2013 to 69,645 in 2018 (1.52 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2013	2018	% Growth (2010-2013)	% Growth (2013-2018)
Less than \$250,000	873,193	877,675	860,514	0.51	-1.96
\$250,000-\$299,999	114,415	127,643	149,290	11.56	16.96
\$300,000-\$399,999	132,679	132,279	124,619	-0.30	-5.79
\$400,000-\$499,999	66,459	68,605	69,645	3.23	1.52
\$500,000-\$749,999	62,464	62,702	60,350	0.38	-3.75
\$750,000-\$999,999	18,497	18,481	17,852	-0.09	-3.40
More than \$1,000,000	17,359	17,840	18,027	2.77	1.05

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Atlanta-Sandy Springs-Roswell, GA** increased 5.22 percent, from 776,439 in 2010 to 816,942 in 2013. This number is expected to increase by 6.87 percent through 2018. For people older than 25 years of age who hold graduate degrees, their numbers increased from 413,736 in 2010 to 439,085 in 2013 (6.13 percent), and it is forecasted this population will increase an additional 9.29 percent by the year 2018.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Atlanta-Sandy Springs-Roswell, GA** 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 - 2013

CBSA Name: Atlanta-Sandy Springs-Roswell, GA

CBSA Code: 12060

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

State Name: Georgia

Dominant Profile: Very Asian

					% Growth	% Growth Forecast
	Description	2010	2013	2018 (2010-2013)		(2013-2018)
Total Population and Households						
	Population	5,286,728	5,481,543	5,752,947	3.68	4.95
	Households	1,943,885	2,013,369	2,090,785	3.57	3.85
Households with School Age Population						
	Households with Children Age 0 to 17 Years	742,092	763,067	779,829	2.83	2.20
	Percent of Households with Children Age 0 to 17 Years	38.18	37.90	37.30	-0.73	-1.58
School Age Population						
	Population Age 0 to 17 Years	1,400,791	1,432,872	1,468,618	2.29	2.49
	Population Age 0 to 4 Years	380,735	382,927	379,840	0.58	-0.81
	Population Age 5 to 9 Years	394,306	406,020	422,715	2.97	4.11
	Population Age 10 to 13 Years	312,794	324,908	340,612	3.87	4.83
	Population Age 14 to 17 Years	312,956	319,017	325,451	1.94	2.02
School Age Population by Gender						
	Male Population Age 0 to 17 Years	714,502	730,675	748,787	2.26	2.48
	Female Population Age 0 to 17 Years	686,289	702,197	719,831	2.32	2.51
Male School Age Population by Age						
	Male Population Age 0 to 4 Years	194,539	195,742	194,888	0.62	-0.44
	Male Population Age 5 to 9 Years	200,438	203,424	206,905	1.49	1.71
	Male Population Age 10 to 13 Years	159,836	168,818	181,173	5.62	7.32
	Male Population Age 14 to 17 Years	159,689	162,691	165,821	1.88	1.92
Female School Age Population by Age						
	Female Population Age 0 to 4 Years	186,196	187,185	184,952	0.53	-1.19
	Female Population Age 5 to 9 Years	193,868	202,596	215,810	4.50	6.52
	Female Population Age 10 to 13 Years	152,958	156,090	159,439	2.05	2.15
	Female Population Age 14 to 17 Years	153,267	156,326	159,630	2.00	2.11
Population in School						
	Nursery or Preschool	106,722	108,445	112,578	1.61	3.81
	Kindergarten	79,383	82,634	89,767	4.10	8.63
	Grades 1 to 4	308,670	320,638	339,577	3.88	5.91
	Grades 5 to 8	304,233	318,037	342,820	4.54	7.79
	Grades 9 to 12	308,124	321,832	345,409	4.45	7.33
Population in School by Gender						
	Male Enrolled in School	564,474	586,856	626,248	3.97	6.71
	Female Enrolled in School	542,658	564,730	603,903	4.07	6.94
Male Population in School by Grade						
	Male Nursery or Preschool	54,530	55,434	57,761	1.66	4.20
	Male Kindergarten	40,353	41,401	43,938	2.60	6.13
	Male Grades 1 to 4	156,907	160,646	166,212	2.38	3.46
	Male Grades 5 to 8	155,462	165,248	182,347	6.29	10.35
	Male Grades 9 to 12	157,223	164,126	175,990	4.39	7.23
Female Population in School by Grade						
	Female Nursery or Preschool	52,192	53,011	54,817	1.57	3.41
	Female Kindergarten	39,030	41,233	45,829	5.64	11.15
	Female Grades 1 to 4	151,763	159,992	173,365	5.42	8.36
	Female Grades 5 to 8	148,771	152,789	160,473	2.70	5.03
	Female Grades 9 to 12	150,901	157,706	169,419	4.51	7.43
Population in School						
	Education, Total Enrollment (Pop 3+)	1,107,132	1,151,586	1,230,151	4.02	6.82
	Education, Not Enrolled in School (Pop 3+)	3,569,432	3,680,544	3,800,706	3.11	3.26
Population in Public vs Private School						
	Education, Enrolled Private Schools (Pop 3+)	159,120	159,732	161,954	0.38	1.39
	Education, Enrolled Private Preprimary (Pop 3+)	54,673	53,824	52,862	-1.55	-1.79
	Education, Enrolled Private Elementary or High School (Pop 3+)	104,447	105,908	109,092	1.40	3.01
	Education, Enrolled Public Schools (Pop 3+)	948,012	991,854	1,068,197	4.62	7.70

Education, Enrolled Public Preprimary (Pop 3+)	52,049	54,621	59,716	4.94	9.33
Education, Enrolled Public Elementary or High School (Pop 3+)	895,963	937,233	1,008,481	4.61	7.60

Population in Public vs Private School by Gender

Male Population in Public vs Private School

Male Education, Enrolled Private Schools (Pop 3+)	81,173	81,463	82,614	0.36	1.41
Male Education, Enrolled Private Preprimary (Pop 3+)	27,936	27,513	27,122	-1.51	-1.42
Male Education, Enrolled Private Elementary or High School (Pop 3+)	53,238	53,949	55,492	1.34	2.86
Male Education, Enrolled Public Schools (Pop 3+)	483,301	505,393	543,634	4.57	7.57
Male Education, Enrolled Public Preprimary (Pop 3+)	26,595	27,921	30,639	4.99	9.73
Male Education, Enrolled Public Elementary or High School (Pop 3+)	456,706	477,472	512,995	4.55	7.44

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	77,947	78,269	79,340	0.41	1.37
Female Education, Enrolled Private Preprimary (Pop 3+)	26,737	26,311	25,740	-1.59	-2.17
Female Education, Enrolled Private Elementary or High School (Pop 3+)	51,209	51,959	53,600	1.46	3.16
Female Education, Enrolled Public Schools (Pop 3+)	464,711	486,461	524,563	4.68	7.83
Female Education, Enrolled Public Preprimary (Pop 3+)	25,454	26,700	29,077	4.90	8.90
Female Education, Enrolled Public Elementary or High School (Pop 3+)	439,257	459,761	495,486	4.67	7.77

Population by Race

White Population, Alone	2,933,464	2,944,250	2,892,055	0.37	-1.77
Black Population, Alone	1,712,121	1,847,562	2,076,849	7.91	12.41
Asian Population, Alone	257,062	287,006	339,447	11.65	18.27
American Indian and Alaska Native Population, Alone	18,017	20,176	25,690	11.98	27.33
Other Race Population, Alone	239,742	238,314	238,081	-0.60	-0.10
Two or More Races Population	126,322	144,235	180,825	14.18	25.37

Population by Ethnicity

Hispanic Population	547,894	619,825	772,755	13.13	24.67
White Non-Hispanic Population	2,684,571	2,641,706	2,530,623	-1.60	-4.20

Population by Race As Percent of Total Population

Percent of White Population, Alone	55.49	53.71	50.27	-3.21	-6.40
Percent of Black Population, Alone	32.39	33.71	36.10	4.08	7.09
Percent of Asian Population, Alone	4.86	5.24	5.90	7.82	12.60
Percent of American Indian and Alaska Native Population, Alone	0.34	0.37	0.45	8.82	21.62
Percent of Other Race Population, Alone	4.53	4.35	4.14	-3.97	-4.83
Percent of Two or More Races Population, Alone	2.39	2.63	3.14	10.04	19.39

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	10.36	11.31	13.43	9.17	18.74
Percent of White Non-Hispanic Population	50.78	48.19	43.99	-5.10	-8.72

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	776,439	816,942	873,102	5.22	6.87
Education Attainment, Master's Degree (Pop 25+)	295,821	314,139	343,238	6.19	9.26
Education Attainment, Professional Degree (Pop 25+)	76,313	81,002	88,869	6.14	9.71
Education Attainment, Doctorate Degree (Pop 25+)	41,602	43,944	47,751	5.63	8.66

Household Income

Household Income, Median (\$)	60,313	64,234	77,144	6.50	20.10
Household Income, Average (\$)	81,527	84,972	105,254	4.23	23.87

Households by Income

Households with Income Less than \$25,000	375,001	360,618	309,080	-3.84	-14.29
Households with Income \$25,000 to \$49,999	447,583	436,305	375,048	-2.52	-14.04
Households with Income \$50,000 to \$74,999	362,075	368,423	336,823	1.75	-8.58
Households with Income \$75,000 to \$99,999	253,613	271,451	285,051	7.03	5.01
Households with Income \$100,000 to \$124,999	173,654	191,141	222,630	10.07	16.47
Households with Income \$125,000 to \$149,999	108,956	124,477	168,176	14.25	35.11
Households with Income \$150,000 to \$199,999	110,565	126,758	163,800	14.65	29.22
Households with Income \$200,000 and Over	112,438	134,196	230,177	19.35	71.52

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	21,552	22,943	24,165	6.45	5.33
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	22,320	24,327	26,893	8.99	10.55
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	17,706	19,467	21,669	9.95	11.31
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	17,715	19,114	20,705	7.90	8.32
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	14,230	15,641	19,017	9.92	21.58
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	14,737	16,584	21,164	12.53	27.62
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	11,691	13,271	17,053	13.51	28.50
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	11,697	13,030	16,294	11.40	25.05
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	14,617	16,201	19,812	10.84	22.29
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	15,138	17,178	22,048	13.48	28.35

Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	12,009	13,746	17,766	14.46	29.24
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	12,015	13,497	16,975	12.33	25.77
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	8,583	9,983	16,100	16.31	61.27
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	8,889	10,585	17,917	19.08	69.27
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	7,052	8,470	14,437	20.11	70.45
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	7,055	8,317	13,795	17.89	65.87
Families with one or more children aged 0-4 and Income \$350,000 and over	6,334	7,282	12,050	14.97	65.48
Families with one or more children aged 5-9 and Income \$350,000 and over	6,560	7,722	13,410	17.71	73.66
Families with one or more children aged 10-13 and Income \$350,000 and over	5,204	6,179	10,806	18.74	74.88
Families with one or more children aged 14-17 and Income \$350,000 and over	5,206	6,067	10,325	16.54	70.18

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	873,193	877,675	860,514	0.51	-1.96
Housing, Owner Households Valued \$250,000-\$299,999	114,415	127,643	149,290	11.56	16.96
Housing, Owner Households Valued \$300,000-\$399,999	132,679	132,279	124,619	-0.30	-5.79
Housing, Owner Households Valued \$400,000-\$499,999	66,459	68,605	69,645	3.23	1.52
Housing, Owner Households Valued \$500,000-\$749,999	62,464	62,702	60,350	0.38	-3.75
Housing, Owner Households Valued \$750,000-\$999,999	18,497	18,481	17,852	-0.09	-3.40
Housing, Owner Households Valued More than \$1,000,000	17,359	17,840	18,027	2.77	1.05

Households by Length of Residence

Length of Residence Less than 2 Years	316,876	362,854	439,715	14.51	21.18
Length of Residence 3 to 5 Years	475,314	544,282	659,573	14.51	21.18
Length of Residence 6 to 10 Years	706,231	679,750	615,090	-3.75	-9.51
Length of Residence More than 10 Years	445,465	426,484	376,407	-4.26	-11.74

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	162,859	159,840	113,021	-1.85	-29.29
White Households with Income \$25,000 to \$49,999	225,371	221,169	158,111	-1.86	-28.51
White Households with Income \$50,000 to \$74,999	209,911	207,674	162,501	-1.07	-21.75
White Households with Income \$75,000 to \$99,999	162,277	162,867	153,106	0.36	-5.99
White Households with Income \$100,000 to \$124,999	120,064	121,928	128,524	1.55	5.41
White Households with Income \$125,000 to \$149,999	78,980	82,023	107,566	3.85	31.14
White Households with Income \$150,000 to \$199,999	86,396	89,990	115,321	4.16	28.15
White Households with Income \$200,000 and Over	97,671	105,899	183,083	8.42	72.88

Black Households by Income

Black Households with Income Less than \$25,000	173,492	164,404	167,258	-5.24	1.74
Black Households with Income \$25,000 to \$49,999	178,458	172,260	178,375	-3.47	3.55
Black Households with Income \$50,000 to \$74,999	119,753	127,422	141,444	6.40	11.00
Black Households with Income \$75,000 to \$99,999	69,711	84,274	99,770	20.89	18.39
Black Households with Income \$100,000 to \$124,999	40,387	52,195	64,809	29.24	24.17
Black Households with Income \$125,000 to \$149,999	20,776	31,403	41,259	51.15	31.39
Black Households with Income \$150,000 to \$199,999	15,799	24,214	32,022	53.26	32.25
Black Households with Income \$200,000 and Over	9,448	17,457	25,007	84.77	43.25

Asian Households by Income

Asian Households with Income Less than \$25,000	17,858	17,352	13,913	-2.83	-19.82
Asian Households with Income \$25,000 to \$49,999	19,583	19,905	17,906	1.64	-10.04
Asian Households with Income \$50,000 to \$74,999	16,048	16,849	16,270	4.99	-3.44
Asian Households with Income \$75,000 to \$99,999	8,928	11,580	18,323	29.70	58.23
Asian Households with Income \$100,000 to \$124,999	5,750	7,014	12,742	21.98	81.67
Asian Households with Income \$125,000 to \$149,999	4,414	5,443	8,798	23.31	61.64
Asian Households with Income \$150,000 to \$199,999	4,144	5,998	7,212	44.74	20.24
Asian Households with Income \$200,000 and Over	1,710	3,743	9,398	118.89	151.08

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	513	500	309	-2.53	-38.20
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	746	754	735	1.07	-2.52
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	1,251	1,265	638	1.12	-49.57
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	1,731	1,685	722	-2.66	-57.15
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	743	997	2,301	34.19	130.79
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	499	86	1,055	-82.77	1126.74
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	232	680	1,193	193.10	75.44
American Indian and Alaska Native Households with Income \$200,000 and Over	75	112	574	49.33	412.50

Other Race Households by Income

Other Race Households with Income Less than \$25,000	15,223	14,291	10,083	-6.12	-29.45
Other Race Households with Income \$25,000 to \$49,999	17,944	17,200	14,537	-4.15	-15.48
Other Race Households with Income \$50,000 to \$74,999	10,080	10,379	10,822	2.97	4.27
Other Race Households with Income \$75,000 to \$99,999	6,063	6,377	8,316	5.18	30.41
Other Race Households with Income \$100,000 to \$124,999	3,122	3,738	5,618	19.73	50.29
Other Race Households with Income \$125,000 to \$149,999	1,277	1,672	3,302	30.93	97.49

Other Race Households with Income \$150,000 to \$199,999	1,576	1,614	1,965	2.41	21.75
Other Race Households with Income \$200,000 and Over	971	1,396	2,581	43.77	84.89

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	5,056	4,231	4,496	-16.32	6.26
Two or More Races Households with Income \$25,000 to \$49,999	5,481	5,017	5,384	-8.47	7.32
Two or More Races Households with Income \$50,000 to \$74,999	5,032	4,834	5,148	-3.93	6.50
Two or More Races Households with Income \$75,000 to \$99,999	4,903	4,668	4,814	-4.79	3.13
Two or More Races Households with Income \$100,000 to \$124,999	3,588	5,269	8,636	46.85	63.90
Two or More Races Households with Income \$125,000 to \$149,999	3,010	3,850	6,196	27.91	60.94
Two or More Races Households with Income \$150,000 to \$199,999	2,418	4,262	6,087	76.26	42.82
Two or More Races Households with Income \$200,000 and Over	2,563	5,589	9,534	118.06	70.59

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	37,555	31,585	38,367	-15.90	21.47
Hispanic Households with Income \$25,000 to \$49,999	43,321	42,228	51,316	-2.52	21.52
Hispanic Households with Income \$50,000 to \$74,999	24,540	27,551	33,597	12.27	21.94
Hispanic Households with Income \$75,000 to \$99,999	12,801	18,694	21,430	46.04	14.64
Hispanic Households with Income \$100,000 to \$124,999	7,136	10,904	12,704	52.80	16.51
Hispanic Households with Income \$125,000 to \$149,999	3,805	6,941	7,750	82.42	11.66
Hispanic Households with Income \$150,000 to \$199,999	3,090	5,309	6,181	71.81	16.42
Hispanic Households with Income \$200,000 and Over	2,679	5,281	6,134	97.13	16.15

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	149,387	142,117	99,817	-4.87	-29.76
White Non-Hispanic Households with Income \$25,000 to \$49,999	210,256	199,918	139,952	-4.92	-30.00
White Non-Hispanic Households with Income \$50,000 to \$74,999	201,413	193,229	147,913	-4.06	-23.45
White Non-Hispanic Households with Income \$75,000 to \$99,999	156,304	152,589	140,719	-2.38	-7.78
White Non-Hispanic Households with Income \$100,000 to \$124,999	115,049	114,103	118,583	-0.82	3.93
White Non-Hispanic Households with Income \$125,000 to \$149,999	74,380	75,849	99,386	1.97	31.03
White Non-Hispanic Households with Income \$150,000 to \$199,999	82,474	84,008	104,732	1.86	24.67
White Non-Hispanic Households with Income \$200,000 and Over	90,541	97,187	165,572	7.34	70.36

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 1/1/2013 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>Name</u>	<u>Characteristic</u>
Above Average Education	Education Attainment, Graduate Degree (Population Aged 25+)
Apartments (20 or more units)	Housing, Occupied Structure with 20-49 Units
In the Armed Forces	Employment, Armed Forces Male (Population Aged 16+)
Very Asian	Population, Speaks Asian or Pacific Island Language (Population Aged 5+)
Below Average Education	Education Attainment, < High School (Population Aged 25+)
Blue Collar Employment	Employment, Blue Collar (Population Aged 16+)
Born in America	Population, Citizenship - Native
Expensive Homes	Housing, Owner Households Valued More than \$1,000,000
House for Sale	Housing, Vacant Units For Sale
Large Families	Families, 5 Person
Lots of Cars	Households with 4+ Vehicles
Median Age	Population, Median Age
Median Income	Household Income, Median (\$)
New Homes	Housing, Built 1999 or Later
No Cars	Households with No Vehicles
Not in Labor Force	Employment, Not in the Labor Force Male (Population Aged 16+)
Long Time Residents	Housing, Year Moved in 1969 or Earlier
Few Teens	Population Aged 12 to 17 Years
Old Homes	Housing, Built 1939 or Earlier
Pre-School	Population Aged 0 to 5 Years
Recent Movers	Housing, Year Moved in 1999 or Later
Available Renting Units	Housing, Vacant Units For Rent
Retired	Population Aged 65 to 74 Years
Very Rich Asians	Asian Household Income, High Income Average (\$)
Very Rich Blacks	Black Household Income, High Income Average (\$)
Very Rich Families	Family Income, High Income Average (\$)
Very Rich Hispanics	Hispanic Household Income, High Income Average (\$)
Very Rich Non Families	Non-Family Income, High Income Average (\$)
Old and Rich Households	Household Head Aged 75+ and Income \$200K+
Very Rich Whites	White Household Income, High Income Average (\$)
Young and Rich Households	Household Head Aged <25 and Income \$200K+
Service Employment	Occupation, Service (Population Aged 16+)
Very Spanish	Population, Speaks Spanish (Population Aged 5+)
Subway or Bus to Work	Employment, Public Transportation to Work (Employees Aged 16+)
Trailer Park City	Housing, Occupied Structure Trailer
Unattached	Population, Males Never Married (Population Aged 15+)
Unemployed	Employment, Unemployed Males (Population Aged 16+)
Very Rich Households	Household Income, High Income Average (\$)
Work at Home	Employment, Work at Home (Employees Aged 16+)