



The NAIS Demographic Center 2013 Local Area Reports

CBSA : Baltimore-Columbia-Towson, MD

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* shrank from 342,087 to 341,494 (-0.17 percent) in the CBSA of **Baltimore-Columbia-Towson, MD**. This number is expected to increase by 0.67 percent during the next five years, totaling 343,769 in 2018.
- The *School Age Population* group is expected to decrease in 2018. Compared to the 2010-2013 decrease of -1.16 percent, the population of children *Age 0 to 17 Years* is projected to decrease by -1.67 percent from 615,815 in 2013 to 605,550 in 2018.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -0.99 percent from 301,971 in 2013 to 298,996 in 2018, while the *Male Population Age 0 to 17 Years* group will decrease by -2.32 percent from 313,844 in 2013 to 306,554 in 2018.

Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 0.21 percent from 82,537 in 2013 to 82,711 in 2018, and decrease by -2.69 percent for boys in the same age group from 85,085 in 2013 to 82,797 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	86,237	87,998	2.04	83,093	84,538	1.74
Age 5 to 9 Years	85,085	82,797	-2.69	82,537	82,711	0.21
Age 10 to 13 Years	70,426	68,598	-2.60	67,211	65,878	-1.98
Age 14 to 17 Years	72,096	67,161	-6.85	69,130	65,869	-4.72

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 5.83 percent and 6.22 percent, respectively, between 2013 and 2018, while *Nursery or Preschool* is expected to increase by 12.88 percent from 50,203 in 2013 to 56,670 in 2018. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 12.71 percent and increase 13.04 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	50,203	56,670	12.88	25,568	28,903	13.04	24,635	27,767	12.71
Kindergarten	33,170	35,105	5.83	16,837	17,562	4.31	16,333	17,543	7.41
Grades 1 to 4	129,806	137,884	6.22	65,890	68,978	4.69	63,916	68,906	7.81
Grades 5 to 8	131,268	127,389	-2.96	67,167	64,982	-3.25	64,101	62,407	-2.64
Grades 9 to 12	139,705	129,599	-7.23	71,319	65,429	-8.26	68,386	64,170	-6.17

Enrollment in Private Schools

- The population enrolled in private schools decreased by -1.88 percent during the years 2010-2013; and is expected to decrease by -0.45 percent in 2018 from 92,397 in 2013 to 91,983 in 2018. While total public school enrollment decreased -0.26 percent during the years 2010-2013, it will increase by 0.74 percent between 2013 and 2018.
- During 2010-2013, male preprimary enrollment in private schools increased by 3.14 percent and female preprimary enrollment by 2.92 percent. During 2013-2018, male preprimary enrollment in private schools is anticipated to increase by 7.34 percent from 13,285 in 2013 to 14,260 in 2018; while female preprimary enrollment is expected to increase by 7.02 percent from 12,800 in 2013 to 13,699 in 2018. Further, the anticipated changes in male and female enrollment rates for elementary and high school are -4.34 percent and -2.53 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 4.39 percent between 2010-2013; the population of Hispanics increased by 15.31 percent; the Asian population increased by 16.96 percent; the American Indian and Alaska Native population decreased by -4.05 percent. The Other Race population increased by 13.97 percent; and the population of Two or More Races increased by 12.70 percent; and the White population decreased by -1.13 percent during the years 2010-2013.
- While the White population represents 60.31 percent of the total population, it is expected to decrease from 1,665,377 in 2013 to 1,616,471 in 2018 (-2.94 percent). All other racial/ethnic groups are predicted to vary between 2013 and 2018, especially the Hispanic population, which will increase from 142,698 in 2013 to 185,025 in 2018 (29.66 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 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 10,587 in 2013 to 12,947 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	11,832	11,925	0.79	9,106	10,424	14.47	10,587	12,947	22.29	6,502	11,209	72.39	4,885	8,444	72.86
Aged 5-9	11,712	11,439	-2.33	9,014	9,999	10.93	10,481	12,419	18.49	6,436	10,753	67.08	4,836	8,100	67.49
Aged 10-13	9,617	9,294	-3.36	7,401	8,124	9.77	8,606	10,091	17.26	5,285	8,736	65.30	3,971	6,581	65.73

Aged 14-17	9,868	9,194	-6.83	7,594	8,037	5.83	8,830	9,982	13.05	5,423	8,643	59.38	4,074	6,510	59.79
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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 231.60 percent, from 636 in 2013 to 2,109 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	25,270	32,531	28.73	4,439	8,425	89.79	472	1,577	234.11	1,590	2,859	79.81	2,496	3,111	95.66
Income \$125,000 to \$149,999	15,875	20,365	28.28	3,707	5,973	61.13	42	597	1,321.43	636	2,109	231.60	2,369	3,185	34.44
Income \$150,000 to \$199,999	14,730	19,807	34.47	4,581	5,758	25.69	246	490	99.19	973	995	2.26	2,178	3,156	44.90
Income \$200,000 and Over	11,245	17,391	54.66	3,015	8,258	173.90	66	187	183.33	705	1,851	162.55	2,742	4,274	55.87

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 2,829 in 2013 to 2,933 in 2018 (3.68 percent).

	HISPANIC HOUSEHOLDS		
	2013	2018	% Growth (2013-2018)
Income \$100,000 to \$124,999	4,210	4,562	8.84
Income \$125,000 to \$149,999	2,864	2,944	2.79
Income \$150,000 to \$199,999	2,510	2,898	15.46
Income \$200,000 and Over	2,829	2,933	3.68

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 12.40 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 72,951 in 2013 to 65,885 in 2018 (-9.69 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2013	2018	% Growth (2010-2013)	% Growth (2013-2018)
Less than \$250,000	264,640	268,813	281,751	1.58	4.81
\$250,000-\$299,999	89,227	100,288	123,199	12.40	22.85
\$300,000-\$399,999	136,346	135,253	131,869	-0.80	-2.50
\$400,000-\$499,999	76,620	72,951	65,885	-4.79	-9.69
\$500,000-\$749,999	84,947	82,039	76,012	-3.42	-7.35
\$750,000-\$999,999	23,123	21,511	18,637	-6.97	-13.36
More than \$1,000,000	16,817	17,378	18,177	3.34	4.60

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Baltimore-Columbia-Towson, MD** increased 6.64 percent, from 369,033 in 2010 to 393,548 in 2013. This number is expected to increase by 11.25 percent through 2018. For people older than 25 years of age who hold graduate degrees, their numbers increased from 276,385 in 2010 to 288,341 in 2013 (4.33 percent), and it is forecasted this population will increase an additional 7.53 percent by the year 2018.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Baltimore-Columbia-Towson, MD** 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: Baltimore-Columbia-Towson, MD

CBSA Code: 12580

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

State Name: Maryland

Dominant Profile: Median Income Profile

Description	2010	2013	2018 (2010-2013)	% Growth	% Growth Forecast
Total Population and Households					
Population	2,710,489	2,761,480	2,863,129	1.88	3.68
Households	1,038,765	1,055,839	1,101,113	1.64	4.29
Households with School Age Population					
Households with Children Age 0 to 17 Years	342,087	341,494	343,769	-0.17	0.67
Percent of Households with Children Age 0 to 17 Years	32.93	32.34	31.22	-1.79	-3.46
School Age Population					
Population Age 0 to 17 Years	623,056	615,815	605,550	-1.16	-1.67
Population Age 0 to 4 Years	167,899	169,330	172,536	0.85	1.89
Population Age 5 to 9 Years	168,772	167,622	165,508	-0.68	-1.26
Population Age 10 to 13 Years	139,866	137,638	134,476	-1.59	-2.30
Population Age 14 to 17 Years	146,519	141,225	133,030	-3.61	-5.80
School Age Population by Gender					
Male Population Age 0 to 17 Years	317,591	313,844	306,554	-1.18	-2.32
Female Population Age 0 to 17 Years	305,465	301,971	298,996	-1.14	-0.99
Male School Age Population by Age					
Male Population Age 0 to 4 Years	85,420	86,237	87,998	0.96	2.04
Male Population Age 5 to 9 Years	86,185	85,085	82,797	-1.28	-2.69
Male Population Age 10 to 13 Years	71,154	70,426	68,598	-1.02	-2.60
Male Population Age 14 to 17 Years	74,832	72,096	67,161	-3.66	-6.85
Female School Age Population by Age					
Female Population Age 0 to 4 Years	82,479	83,093	84,538	0.74	1.74
Female Population Age 5 to 9 Years	82,587	82,537	82,711	-0.06	0.21
Female Population Age 10 to 13 Years	68,711	67,211	65,878	-2.18	-1.98
Female Population Age 14 to 17 Years	71,688	69,130	65,869	-3.57	-4.72
Population in School					
Nursery or Preschool	47,377	50,203	56,670	5.96	12.88
Kindergarten	32,696	33,170	35,105	1.45	5.83
Grades 1 to 4	126,582	129,806	137,884	2.55	6.22
Grades 5 to 8	134,302	131,268	127,389	-2.26	-2.96
Grades 9 to 12	146,001	139,705	129,599	-4.31	-7.23
Population in School by Gender					
Male Enrolled in School	248,331	246,781	245,854	-0.62	-0.38
Female Enrolled in School	238,627	237,371	240,793	-0.53	1.44
Male Population in School by Grade					
Male Nursery or Preschool	24,103	25,568	28,903	6.08	13.04
Male Kindergarten	16,697	16,837	17,562	0.84	4.31
Male Grades 1 to 4	64,640	65,890	68,978	1.93	4.69
Male Grades 5 to 8	68,324	67,167	64,982	-1.69	-3.25
Male Grades 9 to 12	74,567	71,319	65,429	-4.36	-8.26
Female Population in School by Grade					
Female Nursery or Preschool	23,274	24,635	27,767	5.85	12.71
Female Kindergarten	15,999	16,333	17,543	2.09	7.41
Female Grades 1 to 4	61,942	63,916	68,906	3.19	7.81
Female Grades 5 to 8	65,978	64,101	62,407	-2.84	-2.64
Female Grades 9 to 12	71,434	68,386	64,170	-4.27	-6.17
Population in School					
Education, Total Enrollment (Pop 3+)	486,958	484,152	486,647	-0.58	0.52
Education, Not Enrolled in School (Pop 3+)	1,888,600	1,922,082	1,975,664	1.77	2.79
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	94,172	92,397	91,983	-1.88	-0.45
Education, Enrolled Private Preprimary (Pop 3+)	25,318	26,085	27,959	3.03	7.18
Education, Enrolled Private Elementary or High School (Pop 3+)	68,854	66,312	64,024	-3.69	-3.45
Education, Enrolled Public Schools (Pop 3+)	392,786	391,755	394,664	-0.26	0.74

Education, Enrolled Public Preprimary (Pop 3+)	22,059	24,118	28,711	9.33	19.04
Education, Enrolled Public Elementary or High School (Pop 3+)	370,727	367,637	365,953	-0.83	-0.46

Population in Public vs Private School by Gender

Male Population in Public vs Private School

Male Education, Enrolled Private Schools (Pop 3+)	48,001	47,096	46,604	-1.89	-1.04
Male Education, Enrolled Private Preprimary (Pop 3+)	12,881	13,285	14,260	3.14	7.34
Male Education, Enrolled Private Elementary or High School (Pop 3+)	35,120	33,811	32,344	-3.73	-4.34
Male Education, Enrolled Public Schools (Pop 3+)	200,330	199,685	199,250	-0.32	-0.22
Male Education, Enrolled Public Preprimary (Pop 3+)	11,223	12,283	14,643	9.44	19.21
Male Education, Enrolled Public Elementary or High School (Pop 3+)	189,108	187,402	184,607	-0.90	-1.49

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	46,171	45,301	45,379	-1.88	0.17
Female Education, Enrolled Private Preprimary (Pop 3+)	12,437	12,800	13,699	2.92	7.02
Female Education, Enrolled Private Elementary or High School (Pop 3+)	33,734	32,501	31,680	-3.66	-2.53
Female Education, Enrolled Public Schools (Pop 3+)	192,456	192,070	195,414	-0.20	1.74
Female Education, Enrolled Public Preprimary (Pop 3+)	10,836	11,835	14,068	9.22	18.87
Female Education, Enrolled Public Elementary or High School (Pop 3+)	181,619	180,235	181,346	-0.76	0.62

Population by Race

White Population, Alone	1,684,436	1,665,377	1,616,471	-1.13	-2.94
Black Population, Alone	778,879	813,071	885,942	4.39	8.96
Asian Population, Alone	124,378	145,476	189,909	16.96	30.54
American Indian and Alaska Native Population, Alone	8,517	8,172	8,101	-4.05	-0.87
Other Race Population, Alone	46,623	53,135	67,929	13.97	27.84
Two or More Races Population	67,656	76,249	94,777	12.70	24.30

Population by Ethnicity

Hispanic Population	123,754	142,698	185,025	15.31	29.66
White Non-Hispanic Population	1,626,197	1,603,800	1,550,098	-1.38	-3.35

Population by Race As Percent of Total Population

Percent of White Population, Alone	62.15	60.31	56.46	-2.96	-6.38
Percent of Black Population, Alone	28.74	29.44	30.94	2.44	5.10
Percent of Asian Population, Alone	4.59	5.27	6.63	14.81	25.81
Percent of American Indian and Alaska Native Population, Alone	0.31	0.30	0.28	-3.23	-6.67
Percent of Other Race Population, Alone	1.72	1.92	2.37	11.63	23.44
Percent of Two or More Races Population, Alone	2.50	2.76	3.31	10.40	19.93

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	4.57	5.17	6.46	13.13	24.95
Percent of White Non-Hispanic Population	60.00	58.08	54.14	-3.20	-6.78

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	369,033	393,548	437,824	6.64	11.25
Education Attainment, Master's Degree (Pop 25+)	194,528	206,077	226,696	5.94	10.01
Education Attainment, Professional Degree (Pop 25+)	50,161	49,821	49,036	-0.68	-1.58
Education Attainment, Doctorate Degree (Pop 25+)	31,696	32,443	34,320	2.36	5.79

Household Income

Household Income, Median (\$)	70,249	74,116	90,656	5.50	22.32
Household Income, Average (\$)	93,064	96,280	120,706	3.46	25.37

Households by Income

Households with Income Less than \$25,000	175,055	166,036	143,141	-5.15	-13.79
Households with Income \$25,000 to \$49,999	199,025	191,452	164,753	-3.81	-13.95
Households with Income \$50,000 to \$74,999	179,398	176,679	153,949	-1.52	-12.87
Households with Income \$75,000 to \$99,999	141,769	145,420	141,658	2.58	-2.59
Households with Income \$100,000 to \$124,999	105,016	111,438	122,230	6.12	9.68
Households with Income \$125,000 to \$149,999	75,794	81,116	98,387	7.02	21.29
Households with Income \$150,000 to \$199,999	81,638	89,899	113,486	10.12	26.24
Households with Income \$200,000 and Over	81,070	93,799	163,509	15.70	74.32

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	11,291	11,832	11,925	4.79	0.79
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	11,350	11,712	11,439	3.19	-2.33
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	9,406	9,617	9,294	2.24	-3.36
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	9,853	9,868	9,194	0.15	-6.83
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	8,575	9,106	10,424	6.19	14.47
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	8,619	9,014	9,999	4.58	10.93
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	7,143	7,401	8,124	3.61	9.77
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	7,483	7,594	8,037	1.48	5.83
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	9,700	10,587	12,947	9.14	22.29
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	9,751	10,481	12,419	7.49	18.49

Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	8,081	8,606	10,091	6.50	17.26
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	8,465	8,830	9,982	4.31	13.05
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	5,629	6,502	11,209	15.51	72.39
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	5,658	6,436	10,753	13.75	67.08
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	4,689	5,285	8,736	12.71	65.30
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	4,912	5,423	8,643	10.40	59.38
Families with one or more children aged 0-4 and Income \$350,000 and over	4,263	4,885	8,444	14.59	72.86
Families with one or more children aged 5-9 and Income \$350,000 and over	4,286	4,836	8,100	12.83	67.49
Families with one or more children aged 10-13 and Income \$350,000 and over	3,552	3,971	6,581	11.80	65.73
Families with one or more children aged 14-17 and Income \$350,000 and over	3,720	4,074	6,510	9.52	59.79

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	264,640	268,813	281,751	1.58	4.81
Housing, Owner Households Valued \$250,000-\$299,999	89,227	100,288	123,199	12.40	22.85
Housing, Owner Households Valued \$300,000-\$399,999	136,346	135,253	131,869	-0.80	-2.50
Housing, Owner Households Valued \$400,000-\$499,999	76,620	72,951	65,885	-4.79	-9.69
Housing, Owner Households Valued \$500,000-\$749,999	84,947	82,039	76,012	-3.42	-7.35
Housing, Owner Households Valued \$750,000-\$999,999	23,123	21,511	18,637	-6.97	-13.36
Housing, Owner Households Valued More than \$1,000,000	16,817	17,378	18,177	3.34	4.60

Households by Length of Residence

Length of Residence Less than 2 Years	135,035	154,248	194,159	14.23	25.87
Length of Residence 3 to 5 Years	202,553	231,372	291,239	14.23	25.87
Length of Residence 6 to 10 Years	356,876	340,295	314,659	-4.65	-7.53
Length of Residence More than 10 Years	344,301	329,924	301,057	-4.18	-8.75

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	85,372	81,912	57,532	-4.05	-29.76
White Households with Income \$25,000 to \$49,999	111,063	106,882	77,792	-3.76	-27.22
White Households with Income \$50,000 to \$74,999	112,630	108,826	80,972	-3.38	-25.59
White Households with Income \$75,000 to \$99,999	96,026	94,050	80,972	-2.06	-13.91
White Households with Income \$100,000 to \$124,999	78,127	77,171	73,727	-1.22	-4.46
White Households with Income \$125,000 to \$149,999	58,319	58,487	66,158	0.29	13.12
White Households with Income \$150,000 to \$199,999	66,296	67,191	83,280	1.35	23.95
White Households with Income \$200,000 and Over	71,947	76,026	131,548	5.67	73.03

Black Households by Income

Black Households with Income Less than \$25,000	78,963	73,729	75,930	-6.63	2.99
Black Households with Income \$25,000 to \$49,999	75,015	71,609	75,068	-4.54	4.83
Black Households with Income \$50,000 to \$74,999	54,216	54,956	60,664	1.36	10.39
Black Households with Income \$75,000 to \$99,999	34,295	39,565	46,775	15.37	18.22
Black Households with Income \$100,000 to \$124,999	19,403	25,270	32,531	30.24	28.73
Black Households with Income \$125,000 to \$149,999	11,817	15,875	20,365	34.34	28.28
Black Households with Income \$150,000 to \$199,999	10,202	14,730	19,807	44.38	34.47
Black Households with Income \$200,000 and Over	5,817	11,245	17,391	93.31	54.66

Asian Households by Income

Asian Households with Income Less than \$25,000	6,731	6,811	6,121	1.19	-10.13
Asian Households with Income \$25,000 to \$49,999	8,273	8,410	7,489	1.66	-10.95
Asian Households with Income \$50,000 to \$74,999	7,391	7,861	7,882	6.36	0.27
Asian Households with Income \$75,000 to \$99,999	5,628	6,470	8,763	14.96	35.44
Asian Households with Income \$100,000 to \$124,999	3,549	4,439	8,425	25.08	89.79
Asian Households with Income \$125,000 to \$149,999	3,209	3,707	5,973	15.52	61.13
Asian Households with Income \$150,000 to \$199,999	3,126	4,581	5,758	46.55	25.69
Asian Households with Income \$200,000 and Over	1,327	3,015	8,258	127.20	173.90

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	270	264	196	-2.22	-25.76
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	248	266	319	7.26	19.92
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	712	690	222	-3.09	-67.83
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	1,103	1,104	471	0.09	-57.34
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	383	472	1,577	23.24	234.11
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	200	42	597	-79.00	1321.43
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	74	246	490	232.43	99.19
American Indian and Alaska Native Households with Income \$200,000 and Over	55	66	187	20.00	183.33

Other Race Households by Income

Other Race Households with Income Less than \$25,000	1,467	1,571	1,561	7.09	-0.64
Other Race Households with Income \$25,000 to \$49,999	2,238	2,305	2,008	2.99	-12.89
Other Race Households with Income \$50,000 to \$74,999	2,325	2,503	2,378	7.66	-4.99
Other Race Households with Income \$75,000 to \$99,999	2,260	2,396	2,937	6.02	22.58
Other Race Households with Income \$100,000 to \$124,999	1,241	1,590	2,859	28.12	79.81
Other Race Households with Income \$125,000 to \$149,999	463	636	2,109	37.37	231.60

Other Race Households with Income \$150,000 to \$199,999	881	973	995	10.44	2.26
Other Race Households with Income \$200,000 and Over	384	705	1,851	83.59	162.55

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	2,252	1,749	1,801	-22.34	2.97
Two or More Races Households with Income \$25,000 to \$49,999	2,188	1,980	2,077	-9.51	4.90
Two or More Races Households with Income \$50,000 to \$74,999	2,124	1,843	1,831	-13.23	-0.65
Two or More Races Households with Income \$75,000 to \$99,999	2,457	1,835	1,740	-25.32	-5.18
Two or More Races Households with Income \$100,000 to \$124,999	2,313	2,496	3,111	7.91	24.64
Two or More Races Households with Income \$125,000 to \$149,999	1,786	2,369	3,185	32.64	34.44
Two or More Races Households with Income \$150,000 to \$199,999	1,059	2,178	3,156	105.67	44.90
Two or More Races Households with Income \$200,000 and Over	1,540	2,742	4,274	78.05	55.87

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	5,264	4,363	5,123	-17.12	17.42
Hispanic Households with Income \$25,000 to \$49,999	7,007	5,853	7,022	-16.47	19.97
Hispanic Households with Income \$50,000 to \$74,999	6,646	5,877	7,190	-11.57	22.34
Hispanic Households with Income \$75,000 to \$99,999	5,020	5,465	5,724	8.86	4.74
Hispanic Households with Income \$100,000 to \$124,999	2,995	4,210	4,582	40.57	8.84
Hispanic Households with Income \$125,000 to \$149,999	1,876	2,864	2,944	52.67	2.79
Hispanic Households with Income \$150,000 to \$199,999	1,913	2,510	2,898	31.21	15.46
Hispanic Households with Income \$200,000 and Over	1,397	2,829	2,933	102.51	3.68

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	83,743	78,893	55,227	-5.79	-30.00
White Non-Hispanic Households with Income \$25,000 to \$49,999	109,022	103,025	74,825	-5.50	-27.37
White Non-Hispanic Households with Income \$50,000 to \$74,999	111,139	105,571	78,172	-5.01	-25.95
White Non-Hispanic Households with Income \$75,000 to \$99,999	94,586	91,282	78,247	-3.49	-14.28
White Non-Hispanic Households with Income \$100,000 to \$124,999	76,714	74,901	71,188	-2.36	-4.96
White Non-Hispanic Households with Income \$125,000 to \$149,999	56,784	56,465	63,939	-0.56	13.24
White Non-Hispanic Households with Income \$150,000 to \$199,999	64,306	64,701	79,840	0.61	23.40
White Non-Hispanic Households with Income \$200,000 and Over	67,493	71,493	123,243	5.93	72.38

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+)