



## The NAIS Demographic Center 2013 Local Area Reports

CBSA : Boston-Cambridge-Newton, MA-NH

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 544,162 to 545,397 (0.23 percent) in the CBSA of **Boston-Cambridge-Newton, MA-NH**. This number is expected to increase by 0.87 percent during the next five years, totaling 550,134 in 2018.
- The *School Age Population* group is expected to decrease in 2018. Compared to the 2010-2013 decrease of **-0.68** percent, the population of children *Age 0 to 17 Years* is projected to decrease by **-1.54** percent from 976,606 in 2013 to 961,571 in 2018.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by **-0.63** percent from 478,735 in 2013 to 475,716 in 2018, while the *Male Population Age 0 to 17 Years* group will decrease by **-2.41** percent from 497,871 in 2013 to 485,855 in 2018.

#### Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 0.28 percent from 131,703 in 2013 to 132,073 in 2018, and decrease by **-0.85** percent for boys in the same age group from 137,131 in 2013 to 135,972 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	131,261	131,053	-0.16	126,341	127,874	1.21
Age 5 to 9 Years	137,131	135,972	-0.85	131,703	132,073	0.28
Age 10 to 13 Years	112,140	108,042	-3.65	108,631	107,281	-1.24
Age 14 to 17 Years	117,339	110,788	-5.58	112,060	108,488	-3.19

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 13.70 percent and **-2.24** percent, respectively, between 2013 and 2018, while *Nursery or Preschool* is expected to increase by 2.12 percent from 80,701 in 2013 to 82,408 in 2018. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 2.82 percent and increase 1.43 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	80,701	82,408	2.12	41,121	41,710	1.43	39,580	40,698	2.82
Kindergarten	60,714	69,029	13.70	30,970	35,017	13.07	29,744	34,012	14.35
Grades 1 to 4	205,211	200,622	-2.24	104,677	101,770	-2.78	100,534	98,852	-1.67
Grades 5 to 8	223,294	229,713	2.87	113,421	115,263	1.62	109,873	114,450	4.17
Grades 9 to 12	234,436	239,592	2.20	119,916	121,052	0.95	114,520	118,540	3.51

#### Enrollment in Private Schools

- The population enrolled in private schools decreased by **-0.39** percent during the years 2010-2013; and is expected to increase by 1.58 percent in 2018 from 137,135 in 2013 to 139,296 in 2018. While total public school enrollment increased 0.86 percent during the years 2010-2013, it will increase by 2.23 percent between 2013 and 2018.
- During 2010-2013, male preprimary enrollment in private schools increased by 0.40 percent and female preprimary enrollment by 0.89 percent. During 2013-2018, male preprimary enrollment in private schools is anticipated to increase by 3.07 percent from 25,089 in 2013 to 25,858 in 2018; while female preprimary enrollment is expected to increase by 4.48 percent from 24,148 in 2013 to 25,231 in 2018. Further, the anticipated changes in male and female enrollment rates for elementary and high school are **-0.65** percent and 1.40 percent, respectively.

#### Population by Race and Ethnicity

- The African American population increased by 8.43 percent between 2010-2013; the population of Hispanics increased by 10.60 percent; the Asian population increased by 12.35 percent; the American Indian and Alaska Native population decreased by **-1.91** percent. The Other Race population increased by 1.05 percent; and the population of Two or More Races increased by 18.17 percent; and the White population increased by 0.34 percent during the years 2010-2013.
- While the White population represents 77.37 percent of the total population, it is expected to increase from 3,599,597 in 2013 to 3,602,765 in 2018 (0.09 percent). All other racial/ethnic groups are predicted to vary between 2013 and 2018, especially the Hispanic population, which will increase from 454,023 in 2013 to 538,003 in 2018 (18.50 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 17,368 in 2013 to 21,067 in 2018 (21.30 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	18,322	17,456	-4.72	14,410	16,605	15.23	17,368	21,067	21.30	11,935	20,603	72.63	9,106	15,658	71.95
Aged 5-9	19,121	18,073	-5.48	15,038	17,190	14.31	18,126	21,809	20.32	12,455	21,328	71.24	9,503	16,210	70.58
Aged 10-13	15,702	14,518	-7.54	12,350	13,809	11.81	14,885	17,519	17.70	10,228	17,133	67.51	7,804	13,021	66.85

Aged 14-17	16,316	14,785	-9.38	12,832	14,062	9.59	15,467	17,841	15.35	10,628	17,448	64.17	8,109	13,260	63.52
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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 72.98 percent, from 2,683 in 2013 to 4,641 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	10,578	15,083	42.59	8,864	14,808	67.06	434	1,919	342.17	5,011	7,224	44.16	4,818	6,904	37.78
Income \$125,000 to \$149,999	6,683	8,997	34.63	7,226	10,743	48.67	14	477	3,307.14	2,683	4,641	72.98	3,900	6,827	75.05
Income \$150,000 to \$199,999	6,256	8,397	34.22	9,036	8,786	-2.77	252	441	75.00	2,459	3,289	33.75	3,933	6,515	65.65
Income \$200,000 and Over	4,542	7,395	62.81	6,270	14,001	123.30	35	177	405.71	1,830	3,610	97.27	5,383	9,771	81.52

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 5,593 in 2013 to 6,404 in 2018 (14.50 percent).

	HISPANIC HOUSEHOLDS		
	2013	2018	% Growth (2013-2018)
Income \$100,000 to \$124,999	11,148	12,647	13.45
Income \$125,000 to \$149,999	7,034	7,925	12.67
Income \$150,000 to \$199,999	5,584	6,534	17.01
Income \$200,000 and Over	5,593	6,404	14.50

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 13.00 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 160,244 in 2013 to 133,264 in 2018 (-16.84 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2013	2018	% Growth (2010-2013)	% Growth (2013-2018)
Less than \$250,000	210,099	228,700	266,487	8.85	16.52
\$250,000-\$299,999	123,914	140,017	172,490	13.00	23.19
\$300,000-\$399,999	287,571	285,595	280,275	-0.69	-1.86
\$400,000-\$499,999	176,123	160,244	133,264	-9.02	-16.84
\$500,000-\$749,999	184,087	174,001	155,284	-5.48	-10.76
\$750,000-\$999,999	53,317	50,764	45,887	-4.79	-9.61
More than \$1,000,000	47,577	50,508	55,852	6.16	10.58

#### Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Boston-Cambridge-Newton, MA-NH** increased 4.25 percent, from 743,547 in 2010 to 775,170 in 2013. This number is expected to increase by 7.55 percent through 2018. For people older than 25 years of age who hold graduate degrees, their numbers increased from 587,489 in 2010 to 625,060 in 2013 (6.40 percent), and it is forecasted this population will increase an additional 12.07 percent by the year 2018.

## Strategic Considerations for Schools

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

### General Considerations

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

### Responding to School-Age Population Changes

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

### Responding to Racial/Ethnic Changes

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

### Responding to Household Income Changes

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

### Financial Considerations

- What financial planning do we need to do to ensure the school is financially stable during economic downturns?
- If our school is facing high demand, what financial planning do we need to ensure a sound use of the resources?
- Are building improvements needed?
- Can we afford to offer better salaries or benefits? What major investment projects are needed?
- What are the best/most profitable fund-raising activities? Is our school relying mainly on tuition as a source of revenue? Are there other opportunities for revenue enhancement (non-tuition options)? <sup>[1]</sup>\_\_
- Who are our best donors? What is their profile? Since we are dealing with different generations, do we understand how to attract them? Are they more responsive to mail or online solicitations?

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

## Resources That Can Help

1. **Trends** — To stay abreast of changing trends, in addition to the NAIS Demographic Center, school administrators can check the following website: [www.hermangroup.com](http://www.hermangroup.com). Also, the *NAIS Opinion Leaders' Survey* (free to browse at [www.nais.org](http://www.nais.org) or buy in bulk to share) identifies what demographic, social, economic, political, scientific, and technological trends opinion leaders in education, business, and the media believe will have the greatest impact on independent education in the future. This report also suggests actions that schools should consider now to successfully manage these important trends.
2. **Benchmarking** — To gather data and conduct benchmark analysis, schools can participate in the StatsOnline<sup>[2]</sup> annual survey ([www.nais.org/go/statsonline](http://www.nais.org/go/statsonline)). StatsOnline collects data on admissions, annual giving, financial aid, financial operations, salaries, schools, students, staff, and tuition. Available tools include:
  - ✓ **Benchmarking tools** to create custom groups and reports based upon any of the survey variables.
  - ✓ **Financing Schools Calculator** to project budgets based on various preferred and possible scenarios to see the impact on the "bottom line" of changes in some of the variables.
  - ✓ **Executive Compensation Reports** that you can provide to your board or compensation committee so they can either authorize or perform a comparative compensation study (of salary, other forms of compensation, and benefits) and create a documented "rebuttable presumption" of the reasonableness of the compensation (available only to heads and business managers).
3. **Market Research** — The report, [Marketing Independent Schools to Generation X and Minority Parents](#), 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](http://www.nais.org/go/parents)).
5. **Financial Sustainability** — NAIS believes that schools need to work toward financial sustainability by becoming more efficient and strategic financially to ensure long-term viability. As part of NAIS's Sustainability Initiative, 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: Buffalo-Cheektowaga-Niagara Falls, NY

CBSA Code: 15380

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

State Name: New York

Dominant Profile: No Cars

					% Growth	% Growth Forecast
	Description	2010	2013	2018 (2010-2013)		(2013-2018)
Total Population and Households						
	Population	1,135,509	1,137,421	1,161,991	0.17	2.16
	Households	473,720	473,658	498,281	-0.01	5.20
Households with School Age Population						
	Households with Children Age 0 to 17 Years	132,873	128,871	128,003	-3.01	-0.67
	Percent of Households with Children Age 0 to 17 Years	28.05	27.21	25.69	-2.99	-5.59
School Age Population						
	Population Age 0 to 17 Years	245,434	235,212	221,321	-4.16	-5.91
	Population Age 0 to 4 Years	60,618	59,660	58,425	-1.58	-2.07
	Population Age 5 to 9 Years	66,244	65,361	65,037	-1.33	-0.50
	Population Age 10 to 13 Years	57,207	52,958	46,815	-7.43	-11.60
	Population Age 14 to 17 Years	61,365	57,233	51,044	-6.73	-10.81
School Age Population by Gender						
	Male Population Age 0 to 17 Years	125,088	119,967	112,904	-4.09	-5.89
	Female Population Age 0 to 17 Years	120,346	115,245	108,417	-4.24	-5.92
Male School Age Population by Age						
	Male Population Age 0 to 4 Years	30,730	30,510	30,210	-0.72	-0.98
	Male Population Age 5 to 9 Years	33,728	33,764	34,527	0.11	2.26
	Male Population Age 10 to 13 Years	29,240	26,840	23,340	-8.21	-13.04
	Male Population Age 14 to 17 Years	31,390	28,853	24,827	-8.08	-13.95
Female School Age Population by Age						
	Female Population Age 0 to 4 Years	29,888	29,150	28,215	-2.47	-3.21
	Female Population Age 5 to 9 Years	32,516	31,597	30,510	-2.83	-3.44
	Female Population Age 10 to 13 Years	27,967	26,118	23,475	-6.61	-10.12
	Female Population Age 14 to 17 Years	29,975	28,380	26,217	-5.32	-7.62
Population in School						
	Nursery or Preschool	16,283	16,579	17,622	1.82	6.29
	Kindergarten	13,637	15,091	18,638	10.66	23.50
	Grades 1 to 4	52,075	50,916	49,771	-2.23	-2.25
	Grades 5 to 8	54,859	49,346	41,106	-10.05	-16.70
	Grades 9 to 12	61,778	60,183	58,748	-2.58	-2.38
Population in School by Gender						
	Male Enrolled in School	101,353	97,926	94,497	-3.38	-3.50
	Female Enrolled in School	97,279	94,189	91,388	-3.18	-2.97
Male Population in School by Grade						
	Male Nursery or Preschool	8,255	8,478	9,112	2.70	7.48
	Male Kindergarten	6,943	7,796	9,895	12.29	26.92
	Male Grades 1 to 4	26,514	26,302	26,423	-0.80	0.46
	Male Grades 5 to 8	28,040	25,009	20,494	-10.81	-18.05
	Male Grades 9 to 12	31,601	30,340	28,574	-3.99	-5.82
Female Population in School by Grade						
	Female Nursery or Preschool	8,028	8,101	8,510	0.91	5.05
	Female Kindergarten	6,694	7,295	8,743	8.98	19.85
	Female Grades 1 to 4	25,561	24,614	23,348	-3.70	-5.14
	Female Grades 5 to 8	26,819	24,337	20,612	-9.25	-15.31
	Female Grades 9 to 12	30,177	29,843	30,174	-1.11	1.11
Population in School						
	Education, Total Enrollment (Pop 3+)	198,632	192,115	185,885	-3.28	-3.24
	Education, Not Enrolled in School (Pop 3+)	807,988	812,502	832,955	0.56	2.52
Population in Public vs Private School						
	Education, Enrolled Private Schools (Pop 3+)	27,767	25,925	23,826	-6.63	-8.10
	Education, Enrolled Private Preprimary (Pop 3+)	6,619	6,443	6,231	-2.66	-3.29
	Education, Enrolled Private Elementary or High School (Pop 3+)	21,148	19,482	17,595	-7.88	-9.69
	Education, Enrolled Public Schools (Pop 3+)	170,865	166,190	162,059	-2.74	-2.49

Education, Enrolled Public Preprimary (Pop 3+)	9,664	10,136	11,391	4.88	12.38
Education, Enrolled Public Elementary or High School (Pop 3+)	161,201	156,054	150,668	-3.19	-3.45

#### Population in Public vs Private School by Gender

##### Male Population in Public vs Private School

Male Education, Enrolled Private Schools (Pop 3+)	14,151	13,227	12,148	-6.53	-8.16
Male Education, Enrolled Private Preprimary (Pop 3+)	3,355	3,295	3,222	-1.79	-2.22
Male Education, Enrolled Private Elementary or High School (Pop 3+)	10,796	9,932	8,926	-8.00	-10.13
Male Education, Enrolled Public Schools (Pop 3+)	87,202	84,699	82,349	-2.87	-2.77
Male Education, Enrolled Public Preprimary (Pop 3+)	4,899	5,184	5,890	5.82	13.62
Male Education, Enrolled Public Elementary or High School (Pop 3+)	82,303	79,516	76,459	-3.39	-3.84

##### Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	13,616	12,698	11,678	-6.74	-8.03
Female Education, Enrolled Private Preprimary (Pop 3+)	3,264	3,148	3,009	-3.55	-4.42
Female Education, Enrolled Private Elementary or High School (Pop 3+)	10,352	9,550	8,669	-7.75	-9.23
Female Education, Enrolled Public Schools (Pop 3+)	83,663	81,491	79,710	-2.60	-2.19
Female Education, Enrolled Public Preprimary (Pop 3+)	4,765	4,952	5,501	3.92	11.09
Female Education, Enrolled Public Elementary or High School (Pop 3+)	78,898	76,538	74,209	-2.99	-3.04

#### Population by Race

White Population, Alone	926,917	918,183	915,089	-0.94	-0.34
Black Population, Alone	138,782	141,645	149,431	2.06	5.50
Asian Population, Alone	25,893	29,997	39,860	15.85	32.88
American Indian and Alaska Native Population, Alone	8,193	8,247	8,553	0.66	3.71
Other Race Population, Alone	14,535	15,027	16,352	3.38	8.82
Two or More Races Population	21,189	24,322	32,706	14.79	34.47

#### Population by Ethnicity

Hispanic Population	46,425	51,356	61,802	10.62	20.34
White Non-Hispanic Population	903,063	886,213	876,252	-1.87	-1.12

#### Population by Race As Percent of Total Population

Percent of White Population, Alone	81.63	80.72	78.75	-1.11	-2.44
Percent of Black Population, Alone	12.22	12.45	12.86	1.88	3.29
Percent of Asian Population, Alone	2.28	2.64	3.43	15.79	29.92
Percent of American Indian and Alaska Native Population, Alone	0.72	0.73	0.74	1.39	1.37
Percent of Other Race Population, Alone	1.28	1.32	1.41	3.13	6.82
Percent of Two or More Races Population, Alone	1.87	2.14	2.81	14.44	31.31

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

Percent of Hispanic Population	4.09	4.52	5.32	10.51	17.70
Percent of White Non-Hispanic Population	79.53	77.91	75.41	-2.04	-3.21

#### Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	122,588	127,849	139,747	4.29	9.31
Education Attainment, Master's Degree (Pop 25+)	73,461	81,339	98,634	10.72	21.26
Education Attainment, Professional Degree (Pop 25+)	15,484	15,196	14,997	-1.86	-1.31
Education Attainment, Doctorate Degree (Pop 25+)	9,476	10,543	12,882	11.26	22.19

#### Household Income

Household Income, Median (\$)	51,007	52,850	67,803	3.61	28.29
Household Income, Average (\$)	67,652	69,547	89,507	2.80	28.70

#### Households by Income

Households with Income Less than \$25,000	118,891	114,026	93,457	-4.09	-18.04
Households with Income \$25,000 to \$49,999	114,511	113,119	99,711	-1.22	-11.85
Households with Income \$50,000 to \$74,999	85,850	84,942	78,599	-1.06	-7.47
Households with Income \$75,000 to \$99,999	59,669	60,641	66,676	1.63	9.95
Households with Income \$100,000 to \$124,999	38,484	39,584	51,724	2.86	30.67
Households with Income \$125,000 to \$149,999	22,073	23,407	38,704	6.04	65.35
Households with Income \$150,000 to \$199,999	19,016	20,827	33,754	9.52	62.07
Households with Income \$200,000 and Over	15,226	17,112	35,656	12.39	108.37

#### Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	3,716	3,794	4,599	2.10	21.22
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	4,061	4,157	5,120	2.36	23.17
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	3,507	3,368	3,685	-3.96	9.41
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	3,762	3,640	4,018	-3.24	10.38
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	2,196	2,318	3,704	5.56	59.79
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	2,400	2,540	4,124	5.83	62.36
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	2,073	2,058	2,968	-0.72	44.22
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	2,224	2,224	3,236	0.00	45.50
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	1,907	2,089	3,361	9.54	60.89
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	2,084	2,289	3,741	9.84	63.43

Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	1,799	1,855	2,693	3.11	45.18
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	1,930	2,004	2,936	3.83	46.51
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	822	934	1,958	13.63	109.64
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	898	1,023	2,180	13.92	113.10
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	775	829	1,569	6.97	89.26
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	832	896	1,711	7.69	90.96
Families with one or more children aged 0-4 and Income \$350,000 and over	669	747	1,564	11.66	109.37
Families with one or more children aged 5-9 and Income \$350,000 and over	731	819	1,740	12.04	112.45
Families with one or more children aged 10-13 and Income \$350,000 and over	632	664	1,253	5.06	88.70
Families with one or more children aged 14-17 and Income \$350,000 and over	677	717	1,366	5.91	90.52

#### Households by Home Value

Housing, Owner Households Valued Less than \$250,000	275,390	269,558	272,144	-2.12	0.96
Housing, Owner Households Valued \$250,000-\$299,999	13,752	14,707	17,235	6.94	17.19
Housing, Owner Households Valued \$300,000-\$399,999	11,560	12,312	14,352	6.51	16.57
Housing, Owner Households Valued \$400,000-\$499,999	4,485	4,806	5,655	7.16	17.67
Housing, Owner Households Valued \$500,000-\$749,999	3,678	3,631	3,734	-1.28	2.84
Housing, Owner Households Valued \$750,000-\$999,999	1,099	1,187	1,454	8.01	22.49
Housing, Owner Households Valued More than \$1,000,000	951	1,051	1,318	10.52	25.40

#### Households by Length of Residence

Length of Residence Less than 2 Years	56,151	63,579	81,606	13.23	28.35
Length of Residence 3 to 5 Years	84,227	95,369	122,409	13.23	28.35
Length of Residence 6 to 10 Years	146,271	138,638	132,173	-5.22	-4.66
Length of Residence More than 10 Years	187,072	176,072	162,093	-5.88	-7.94

#### Households by Race and Income

##### White Households by Income

White Households with Income Less than \$25,000	84,304	81,493	59,992	-3.33	-26.38
White Households with Income \$25,000 to \$49,999	96,572	94,429	78,876	-2.22	-16.47
White Households with Income \$50,000 to \$74,999	75,752	74,531	67,012	-1.61	-10.09
White Households with Income \$75,000 to \$99,999	53,933	53,829	58,254	-0.19	8.22
White Households with Income \$100,000 to \$124,999	35,225	35,734	46,022	1.44	28.79
White Households with Income \$125,000 to \$149,999	19,985	20,862	34,609	4.39	65.89
White Households with Income \$150,000 to \$199,999	17,546	18,346	30,229	4.56	64.77
White Households with Income \$200,000 and Over	14,357	15,443	32,100	7.56	107.86

##### Black Households by Income

Black Households with Income Less than \$25,000	27,680	25,891	26,937	-6.46	4.04
Black Households with Income \$25,000 to \$49,999	13,812	14,367	15,922	4.02	10.82
Black Households with Income \$50,000 to \$74,999	7,171	7,367	8,361	2.73	13.49
Black Households with Income \$75,000 to \$99,999	3,144	4,270	5,251	35.81	22.97
Black Households with Income \$100,000 to \$124,999	1,649	2,039	2,837	23.65	39.14
Black Households with Income \$125,000 to \$149,999	1,195	1,394	1,642	16.65	17.79
Black Households with Income \$150,000 to \$199,999	589	1,173	1,595	99.15	35.98
Black Households with Income \$200,000 and Over	338	577	881	70.71	52.69

##### Asian Households by Income

Asian Households with Income Less than \$25,000	2,737	2,722	2,585	-0.55	-5.03
Asian Households with Income \$25,000 to \$49,999	1,684	1,898	2,371	12.71	24.92
Asian Households with Income \$50,000 to \$74,999	1,283	1,338	1,410	4.29	5.38
Asian Households with Income \$75,000 to \$99,999	768	897	1,594	16.80	77.70
Asian Households with Income \$100,000 to \$124,999	470	512	1,068	8.94	108.59
Asian Households with Income \$125,000 to \$149,999	258	418	908	62.02	117.22
Asian Households with Income \$150,000 to \$199,999	385	476	412	23.64	-13.45
Asian Households with Income \$200,000 and Over	215	401	1,035	86.51	158.10

##### American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	664	613	478	-7.68	-22.02
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	769	682	484	-11.31	-29.03
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	598	644	557	7.69	-13.51
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	625	600	460	-4.00	-23.33
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	252	305	567	21.03	85.90
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	150	38	284	-74.67	647.37
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	64	196	320	206.25	63.27
American Indian and Alaska Native Households with Income \$200,000 and Over	22	26	167	18.18	542.31

##### Other Race Households by Income

Other Race Households with Income Less than \$25,000	2,212	2,289	2,326	3.48	1.62
Other Race Households with Income \$25,000 to \$49,999	955	962	1,008	0.73	4.78
Other Race Households with Income \$50,000 to \$74,999	548	586	621	6.93	5.97
Other Race Households with Income \$75,000 to \$99,999	582	597	554	2.58	-7.20
Other Race Households with Income \$100,000 to \$124,999	258	275	650	6.59	136.36
Other Race Households with Income \$125,000 to \$149,999	35	52	269	48.57	417.31

Other Race Households with Income \$150,000 to \$199,999	152	123	78	-19.08	-36.59
Other Race Households with Income \$200,000 and Over	33	71	234	115.15	229.58

#### Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	1,294	1,018	1,139	-21.33	11.89
Two or More Races Households with Income \$25,000 to \$49,999	719	781	1,050	8.62	34.44
Two or More Races Households with Income \$50,000 to \$74,999	498	476	638	-4.42	34.03
Two or More Races Households with Income \$75,000 to \$99,999	617	448	563	-27.39	25.67
Two or More Races Households with Income \$100,000 to \$124,999	630	719	580	14.13	-19.33
Two or More Races Households with Income \$125,000 to \$149,999	450	643	992	42.89	54.28
Two or More Races Households with Income \$150,000 to \$199,999	280	513	1,120	83.21	118.32
Two or More Races Households with Income \$200,000 and Over	261	594	1,239	127.59	108.59

#### Households by Ethnicity and Income

##### Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	6,848	6,780	8,288	-0.99	22.24
Hispanic Households with Income \$25,000 to \$49,999	3,299	3,309	4,078	0.30	23.24
Hispanic Households with Income \$50,000 to \$74,999	1,462	1,772	2,406	21.20	35.78
Hispanic Households with Income \$75,000 to \$99,999	1,163	1,414	1,485	21.58	5.02
Hispanic Households with Income \$100,000 to \$124,999	628	1,029	1,192	63.85	15.84
Hispanic Households with Income \$125,000 to \$149,999	315	645	698	104.76	8.22
Hispanic Households with Income \$150,000 to \$199,999	341	429	549	25.81	27.97
Hispanic Households with Income \$200,000 and Over	214	470	591	119.63	25.74

##### White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	82,054	78,372	57,029	-4.49	-27.23
White Non-Hispanic Households with Income \$25,000 to \$49,999	95,477	92,343	76,663	-3.28	-16.98
White Non-Hispanic Households with Income \$50,000 to \$74,999	75,199	73,302	65,535	-2.52	-10.60
White Non-Hispanic Households with Income \$75,000 to \$99,999	53,364	52,920	56,905	-0.83	7.53
White Non-Hispanic Households with Income \$100,000 to \$124,999	34,590	34,966	44,920	1.09	28.47
White Non-Hispanic Households with Income \$125,000 to \$149,999	19,318	20,215	33,541	4.64	65.92
White Non-Hispanic Households with Income \$150,000 to \$199,999	16,859	17,642	28,789	4.64	63.18
White Non-Hispanic Households with Income \$200,000 and Over	13,332	14,490	29,882	8.69	106.22

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