



The NAIS Demographic Center 2013 Local Area Reports

CBSA : Chicago-Naperville-Elgin, IL-IN-WI

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 1,216,550 to 1,199,160 (-1.43 percent) in the CBSA of **Chicago-Naperville-Elgin, IL-IN-WI**. This number is expected to increase by 0.41 percent during the next five years, totaling 1,204,048 in 2018.
- The *School Age Population* group is expected to increase in 2018. Compared to the 2010-2013 decrease of -0.52 percent, the population of children *Age 0 to 17 Years* is projected to increase by 0.20 percent from 2,365,329 in 2013 to 2,370,123 in 2018.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 0.62 percent from 1,159,214 in 2013 to 1,166,421 in 2018, while the *Male Population Age 0 to 17 Years* group will decrease by -0.20 percent from 1,206,115 in 2013 to 1,203,702 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 318,427 in 2013 to 319,328 in 2018, and increase by 2.58 percent for boys in the same age group from 334,810 in 2013 to 343,451 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	320,471	320,927	0.14	308,401	307,351	-0.34
Age 5 to 9 Years	334,810	343,451	2.58	318,427	319,328	0.28
Age 10 to 13 Years	269,934	263,788	-2.28	264,583	272,571	3.02
Age 14 to 17 Years	280,900	275,536	-1.91	267,803	267,171	-0.24

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to decrease by -1.51 percent and 1.70 percent, respectively, between 2013 and 2018, while *Nursery or Preschool* is expected to increase by 9.68 percent from 186,406 in 2013 to 204,449 in 2018. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 9.41 percent and increase 9.94 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	186,406	204,449	9.68	94,992	104,433	9.94	91,414	100,016	9.41
Kindergarten	122,893	121,038	-1.51	62,988	62,722	-0.42	59,905	58,316	-2.65
Grades 1 to 4	511,560	520,237	1.70	262,195	269,586	2.82	249,365	250,651	0.52
Grades 5 to 8	516,234	510,358	-1.14	260,701	251,000	-3.72	255,533	259,358	1.50
Grades 9 to 12	553,846	561,850	1.45	283,533	285,255	0.61	270,313	276,595	2.32

Enrollment in Private Schools

- The population enrolled in private schools decreased by -3.60 percent during the years 2010-2013; and is expected to decrease by -4.24 percent in 2018 from 264,015 in 2013 to 252,819 in 2018. While total public school enrollment increased 0.31 percent during the years 2010-2013, it will increase by 2.35 percent between 2013 and 2018.
- During 2010-2013, male preprimary enrollment in private schools increased by 0.18 percent and female preprimary enrollment by -0.04 percent. During 2013-2018, male preprimary enrollment in private schools is anticipated to increase by 2.38 percent from 40,143 in 2013 to 41,099 in 2018; while female preprimary enrollment is expected to increase by 1.89 percent from 38,632 in 2013 to 39,361 in 2018. Further, the anticipated changes in male and female enrollment rates for elementary and high school are -7.52 percent and -6.36 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 1.52 percent between 2010-2013; the population of Hispanics increased by 6.88 percent; the Asian population increased by 6.91 percent; the American Indian and Alaska Native population increased by 12.62 percent. The Other Race population decreased by -7.04 percent; and the population of Two or More Races increased by 15.73 percent; and the White population increased by 0.80 percent during the years 2010-2013.
- While the White population represents 65.24 percent of the total population, it is expected to increase from 6,233,605 in 2013 to 6,379,337 in 2018 (2.34 percent). All other racial/ethnic groups are predicted to vary between 2013 and 2018, especially the Hispanic population, which will increase from 2,091,658 in 2013 to 2,339,938 in 2018 (11.87 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 28,419 in 2013 to 37,169 in 2018 (30.79 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	38,672	40,966	5.94	26,925	34,383	27.70	28,419	37,169	30.79	17,817	30,686	72.23	13,446	23,209	72.61
Aged 5-9	40,170	43,218	7.59	27,968	36,272	29.69	29,520	39,210	32.83	18,507	32,371	74.91	13,967	24,484	75.30
Aged 10-13	32,869	34,974	6.40	22,885	29,353	28.26	24,155	31,731	31.36	15,144	26,197	72.99	11,429	19,814	73.37

Aged 14-17	33,742	35,388	4.88	23,492	29,700	26.43	24,796	32,107	29.48	15,546	26,507	70.51	11,732	20,048	70.88
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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 56.15 percent, from 9,518 in 2013 to 14,862 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	39,094	47,983	22.74	17,752	31,397	76.86	1,964	6,097	210.44	17,959	23,327	29.89	9,950	14,406	-19.78
Income \$125,000 to \$149,999	24,006	28,827	20.08	12,842	21,744	69.32	121	2,593	2,042.98	9,518	14,862	56.15	7,054	11,666	65.38
Income \$150,000 to \$199,999	21,254	25,378	19.40	14,521	14,696	1.21	999	2,984	198.70	7,390	10,453	41.45	7,063	12,062	70.78
Income \$200,000 and Over	15,903	21,709	36.51	10,160	22,909	125.48	107	957	794.39	4,321	8,230	90.47	9,606	18,442	91.98

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 17,157 in 2013 to 19,096 in 2018 (11.30 percent).

	HISPANIC HOUSEHOLDS		
	2013	2018	% Growth (2013-2018)
Income \$100,000 to \$124,999	52,706	58,534	11.06
Income \$125,000 to \$149,999	29,748	32,164	8.12
Income \$150,000 to \$199,999	23,693	25,724	8.57
Income \$200,000 and Over	17,157	19,096	11.30

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 7.92 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 174,176 in 2013 to 160,120 in 2018 (-8.07 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2013	2018	% Growth (2010-2013)	% Growth (2013-2018)
Less than \$250,000	1,175,993	1,182,831	1,228,265	0.58	3.84
\$250,000-\$299,999	279,274	301,393	350,169	7.92	16.18
\$300,000-\$399,999	382,784	354,207	311,144	-7.47	-12.16
\$400,000-\$499,999	184,095	174,176	160,120	-5.39	-8.07
\$500,000-\$749,999	167,769	158,629	145,476	-5.45	-8.29
\$750,000-\$999,999	54,239	52,395	50,204	-3.40	-4.18
More than \$1,000,000	49,683	49,530	50,370	-0.31	1.70

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Chicago-Naperville-Elgin, IL-IN-WI** increased 4.53 percent, from 1,314,561 in 2010 to 1,374,139 in 2013. This number is expected to increase by 9.72 percent through 2018. For people older than 25 years of age who hold graduate degrees, their numbers increased from 805,323 in 2010 to 833,270 in 2013 (3.47 percent), and it is forecasted this population will increase an additional 8.15 percent by the year 2018.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Chicago-Naperville-Elgin, IL-IN-WI** 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: Chicago-Naperville-Elgin, IL-IN-WI

CBSA Code: 16980

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

State Name: Illinois

Dominant Profile: Subway or Bus to Work

				% Growth	% Growth Forecast
	Description	2010	2013	2018 (2010-2013)	(2013-2018)
Total Population and Households					
	Population	9,461,105	9,555,246	9,875,581	1.00 3.35
	Households	3,475,726	3,506,010	3,671,456	0.87 4.72
Households with School Age Population					
	Households with Children Age 0 to 17 Years	1,216,550	1,199,160	1,204,048	-1.43 0.41
	Percent of Households with Children Age 0 to 17 Years	35.00	34.20	32.79	-2.29 -4.12
School Age Population					
	Population Age 0 to 17 Years	2,377,810	2,365,329	2,370,123	-0.52 0.20
	Population Age 0 to 4 Years	632,763	628,872	628,278	-0.61 -0.09
	Population Age 5 to 9 Years	652,898	653,237	662,779	0.05 1.46
	Population Age 10 to 13 Years	536,459	534,517	536,359	-0.36 0.34
	Population Age 14 to 17 Years	555,690	548,703	542,707	-1.26 -1.09
School Age Population by Gender					
	Male Population Age 0 to 17 Years	1,213,682	1,206,115	1,203,702	-0.62 -0.20
	Female Population Age 0 to 17 Years	1,164,128	1,159,214	1,166,421	-0.42 0.62
Male School Age Population by Age					
	Male Population Age 0 to 4 Years	322,095	320,471	320,927	-0.50 0.14
	Male Population Age 5 to 9 Years	332,928	334,810	343,451	0.57 2.58
	Male Population Age 10 to 13 Years	273,886	269,934	263,788	-1.44 -2.28
	Male Population Age 14 to 17 Years	284,773	280,900	275,536	-1.36 -1.91
Female School Age Population by Age					
	Female Population Age 0 to 4 Years	310,668	308,401	307,351	-0.73 -0.34
	Female Population Age 5 to 9 Years	319,970	318,427	319,328	-0.48 0.28
	Female Population Age 10 to 13 Years	262,573	264,583	272,571	0.77 3.02
	Female Population Age 14 to 17 Years	270,917	267,803	267,171	-1.15 -0.24
Population in School					
	Nursery or Preschool	179,660	186,406	204,449	3.75 9.68
	Kindergarten	125,929	122,893	121,038	-2.41 -1.51
	Grades 1 to 4	511,093	511,560	520,237	0.09 1.70
	Grades 5 to 8	523,849	516,234	510,358	-1.45 -1.14
	Grades 9 to 12	555,292	553,846	561,850	-0.26 1.45
Population in School by Gender					
	Male Enrolled in School	968,302	964,408	972,996	-0.40 0.89
	Female Enrolled in School	927,521	926,531	944,936	-0.11 1.99
Male Population in School by Grade					
	Male Nursery or Preschool	91,452	94,992	104,433	3.87 9.94
	Male Kindergarten	64,214	62,988	62,722	-1.91 -0.42
	Male Grades 1 to 4	260,618	262,195	269,586	0.61 2.82
	Male Grades 5 to 8	267,448	260,701	251,000	-2.52 -3.72
	Male Grades 9 to 12	284,569	283,533	285,255	-0.36 0.61
Female Population in School by Grade					
	Female Nursery or Preschool	88,208	91,414	100,016	3.63 9.41
	Female Kindergarten	61,715	59,905	58,316	-2.93 -2.65
	Female Grades 1 to 4	250,475	249,365	250,651	-0.44 0.52
	Female Grades 5 to 8	256,401	255,533	259,358	-0.34 1.50
	Female Grades 9 to 12	270,723	270,313	276,595	-0.15 2.32
Population in School					
	Education, Total Enrollment (Pop 3+)	1,895,823	1,890,939	1,917,932	-0.26 1.43
	Education, Not Enrolled in School (Pop 3+)	6,482,921	6,556,432	6,779,169	1.13 3.40
Population in Public vs Private School					
	Education, Enrolled Private Schools (Pop 3+)	273,866	264,015	252,819	-3.60 -4.24
	Education, Enrolled Private Preprimary (Pop 3+)	78,719	78,775	80,460	0.07 2.14
	Education, Enrolled Private Elementary or High School (Pop 3+)	195,147	185,240	172,359	-5.08 -6.95
	Education, Enrolled Public Schools (Pop 3+)	1,621,957	1,626,924	1,665,113	0.31 2.35

Education, Enrolled Public Preprimary (Pop 3+)	100,941	107,631	123,989	6.63	15.20
Education, Enrolled Public Elementary or High School (Pop 3+)	1,521,016	1,519,293	1,541,124	-0.11	1.44

Population in Public vs Private School by Gender

Male Population in Public vs Private School

Male Education, Enrolled Private Schools (Pop 3+)	139,759	134,623	128,470	-3.67	-4.57
Male Education, Enrolled Private Preprimary (Pop 3+)	40,070	40,143	41,099	0.18	2.38
Male Education, Enrolled Private Elementary or High School (Pop 3+)	99,689	94,480	87,371	-5.23	-7.52
Male Education, Enrolled Public Schools (Pop 3+)	828,542	829,785	844,526	0.15	1.78
Male Education, Enrolled Public Preprimary (Pop 3+)	51,382	54,848	63,334	6.75	15.47
Male Education, Enrolled Public Elementary or High School (Pop 3+)	777,160	774,936	781,192	-0.29	0.81

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	134,107	129,392	124,349	-3.52	-3.90
Female Education, Enrolled Private Preprimary (Pop 3+)	38,649	38,632	39,361	-0.04	1.89
Female Education, Enrolled Private Elementary or High School (Pop 3+)	95,458	90,760	84,988	-4.92	-6.36
Female Education, Enrolled Public Schools (Pop 3+)	793,415	797,139	820,587	0.47	2.94
Female Education, Enrolled Public Preprimary (Pop 3+)	49,559	52,783	60,655	6.51	14.91
Female Education, Enrolled Public Elementary or High School (Pop 3+)	743,856	744,357	759,932	0.07	2.09

Population by Race

White Population, Alone	6,183,881	6,233,605	6,379,337	0.80	2.34
Black Population, Alone	1,645,993	1,670,951	1,742,316	1.52	4.27
Asian Population, Alone	535,762	572,782	653,915	6.91	14.16
American Indian and Alaska Native Population, Alone	36,525	41,135	55,277	12.62	34.38
Other Race Population, Alone	828,776	770,408	691,312	-7.04	-10.27
Two or More Races Population	230,168	266,365	353,424	15.73	32.68

Population by Ethnicity

Hispanic Population	1,957,080	2,091,658	2,339,938	6.88	11.87
White Non-Hispanic Population	5,204,488	5,046,222	4,945,468	-3.04	-2.00

Population by Race As Percent of Total Population

Percent of White Population, Alone	65.36	65.24	64.60	-0.18	-0.98
Percent of Black Population, Alone	17.40	17.49	17.64	0.52	0.86
Percent of Asian Population, Alone	5.66	5.99	6.62	5.83	10.52
Percent of American Indian and Alaska Native Population, Alone	0.39	0.43	0.56	10.26	30.23
Percent of Other Race Population, Alone	8.76	8.06	7.00	-7.99	-13.15
Percent of Two or More Races Population, Alone	2.43	2.79	3.58	14.81	28.32

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	20.69	21.89	23.69	5.80	8.22
Percent of White Non-Hispanic Population	55.01	52.81	50.08	-4.00	-5.17

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	1,314,561	1,374,139	1,507,718	4.53	9.72
Education Attainment, Master's Degree (Pop 25+)	579,104	598,471	644,654	3.34	7.72
Education Attainment, Professional Degree (Pop 25+)	154,052	161,544	180,034	4.86	11.45
Education Attainment, Doctorate Degree (Pop 25+)	72,167	73,255	76,515	1.51	4.45

Household Income

Household Income, Median (\$)	64,315	67,323	84,816	4.68	25.98
Household Income, Average (\$)	86,565	89,242	113,807	3.09	27.53

Households by Income

Households with Income Less than \$25,000	661,435	628,418	517,242	-4.99	-17.69
Households with Income \$25,000 to \$49,999	721,258	702,091	595,627	-2.66	-15.16
Households with Income \$50,000 to \$74,999	620,279	609,729	532,394	-1.70	-12.68
Households with Income \$75,000 to \$99,999	474,425	482,290	485,080	1.66	0.58
Households with Income \$100,000 to \$124,999	329,980	348,550	417,079	5.63	19.66
Households with Income \$125,000 to \$149,999	216,434	232,408	323,363	7.38	39.14
Households with Income \$150,000 to \$199,999	221,745	240,418	330,068	8.42	37.29
Households with Income \$200,000 and Over	230,170	262,106	470,603	13.87	79.55

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	37,781	38,672	40,968	2.36	5.94
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	38,984	40,170	43,218	3.04	7.59
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	32,031	32,869	34,974	2.62	6.40
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	33,179	33,742	35,388	1.70	4.88
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	25,770	26,925	34,383	4.48	27.70
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	26,590	27,968	36,272	5.18	29.69
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	21,848	22,885	29,353	4.75	28.26
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	22,631	23,492	29,700	3.80	26.43
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	26,834	28,419	37,169	5.91	30.79
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	27,688	29,520	39,210	6.62	32.83

Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	22,750	24,155	31,731	6.18	31.36
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	23,566	24,796	32,107	5.22	29.48
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	15,988	17,817	30,686	11.44	72.23
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	16,496	18,507	32,371	12.19	74.91
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	13,554	15,144	26,197	11.73	72.99
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	14,040	15,546	26,507	10.73	70.51
Families with one or more children aged 0-4 and Income \$350,000 and over	12,050	13,446	23,209	11.59	72.61
Families with one or more children aged 5-9 and Income \$350,000 and over	12,433	13,967	24,484	12.34	75.30
Families with one or more children aged 10-13 and Income \$350,000 and over	10,216	11,429	19,814	11.87	73.37
Families with one or more children aged 14-17 and Income \$350,000 and over	10,582	11,732	20,048	10.87	70.88

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	1,175,993	1,182,831	1,228,265	0.58	3.84
Housing, Owner Households Valued \$250,000-\$299,999	279,274	301,393	350,169	7.92	16.18
Housing, Owner Households Valued \$300,000-\$399,999	382,784	354,207	311,144	-7.47	-12.16
Housing, Owner Households Valued \$400,000-\$499,999	184,095	174,176	160,120	-5.39	-8.07
Housing, Owner Households Valued \$500,000-\$749,999	167,769	158,629	145,476	-5.45	-8.29
Housing, Owner Households Valued \$750,000-\$999,999	54,239	52,395	50,204	-3.40	-4.18
Housing, Owner Households Valued More than \$1,000,000	49,683	49,530	50,370	-0.31	1.70

Households by Length of Residence

Length of Residence Less than 2 Years	464,366	529,038	670,596	13.93	26.76
Length of Residence 3 to 5 Years	696,549	793,557	1,005,894	13.93	26.76
Length of Residence 6 to 10 Years	1,231,657	1,163,950	1,076,937	-5.50	-7.48
Length of Residence More than 10 Years	1,083,154	1,019,465	918,030	-5.88	-9.95

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	359,009	353,725	260,517	-1.47	-26.35
White Households with Income \$25,000 to \$49,999	465,246	460,272	369,538	-1.07	-19.71
White Households with Income \$50,000 to \$74,999	432,004	428,322	355,699	-0.85	-16.96
White Households with Income \$75,000 to \$99,999	348,608	348,972	337,589	0.10	-3.26
White Households with Income \$100,000 to \$124,999	258,574	261,831	293,869	1.26	12.24
White Households with Income \$125,000 to \$149,999	173,615	178,867	243,671	3.03	36.23
White Households with Income \$150,000 to \$199,999	182,792	189,191	264,495	3.50	39.80
White Households with Income \$200,000 and Over	208,490	222,009	398,356	6.48	79.43

Black Households by Income

Black Households with Income Less than \$25,000	218,398	199,878	198,769	-8.48	-0.55
Black Households with Income \$25,000 to \$49,999	149,850	145,477	150,085	-2.92	3.17
Black Households with Income \$50,000 to \$74,999	98,932	98,091	104,111	-0.85	6.14
Black Households with Income \$75,000 to \$99,999	58,048	66,240	73,934	14.11	11.62
Black Households with Income \$100,000 to \$124,999	31,709	39,094	47,983	23.29	22.74
Black Households with Income \$125,000 to \$149,999	18,021	24,006	28,827	33.21	20.08
Black Households with Income \$150,000 to \$199,999	15,768	21,254	25,378	34.79	19.40
Black Households with Income \$200,000 and Over	9,282	15,903	21,709	71.33	36.51

Asian Households by Income

Asian Households with Income Less than \$25,000	34,454	32,277	26,894	-6.32	-16.68
Asian Households with Income \$25,000 to \$49,999	37,521	35,467	29,068	-5.47	-18.04
Asian Households with Income \$50,000 to \$74,999	35,258	33,726	28,493	-4.35	-15.52
Asian Households with Income \$75,000 to \$99,999	25,310	27,335	34,138	8.00	24.89
Asian Households with Income \$100,000 to \$124,999	15,061	17,752	31,397	17.87	76.86
Asian Households with Income \$125,000 to \$149,999	10,638	12,842	21,744	20.72	69.32
Asian Households with Income \$150,000 to \$199,999	11,815	14,521	14,696	22.90	1.21
Asian Households with Income \$200,000 and Over	5,113	10,160	22,909	98.71	125.48

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	868	909	931	4.72	2.42
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	1,147	1,145	1,151	-0.17	0.52
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	2,481	2,476	1,478	-0.20	-40.31
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	3,675	3,834	2,065	4.33	-46.14
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	1,253	1,964	6,097	56.74	210.44
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	769	121	2,593	-84.27	2042.98
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	283	999	2,984	253.00	198.70
American Indian and Alaska Native Households with Income \$200,000 and Over	91	107	957	17.58	794.39

Other Race Households by Income

Other Race Households with Income Less than \$25,000	40,073	34,617	22,167	-13.62	-35.96
Other Race Households with Income \$25,000 to \$49,999	59,228	51,906	36,282	-12.36	-30.10
Other Race Households with Income \$50,000 to \$74,999	43,409	39,760	34,230	-8.41	-13.91
Other Race Households with Income \$75,000 to \$99,999	30,025	28,333	29,231	-5.64	3.17
Other Race Households with Income \$100,000 to \$124,999	16,660	17,959	23,327	7.80	29.89
Other Race Households with Income \$125,000 to \$149,999	8,062	9,518	14,862	18.06	56.15

Other Race Households with Income \$150,000 to \$199,999	6,684	7,390	10,453	10.56	41.45
Other Race Households with Income \$200,000 and Over	2,939	4,321	8,230	47.02	90.47

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	8,633	7,012	7,964	-18.78	13.58
Two or More Races Households with Income \$25,000 to \$49,999	8,266	7,824	9,503	-5.35	21.46
Two or More Races Households with Income \$50,000 to \$74,999	8,195	7,354	8,383	-10.26	13.99
Two or More Races Households with Income \$75,000 to \$99,999	8,759	7,576	8,123	-13.51	7.22
Two or More Races Households with Income \$100,000 to \$124,999	6,723	9,950	14,406	48.00	44.78
Two or More Races Households with Income \$125,000 to \$149,999	5,329	7,054	11,666	32.37	65.38
Two or More Races Households with Income \$150,000 to \$199,999	4,403	7,063	12,062	60.41	70.78
Two or More Races Households with Income \$200,000 and Over	4,255	9,606	18,442	125.76	91.98

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	105,784	87,168	95,848	-17.60	9.96
Hispanic Households with Income \$25,000 to \$49,999	144,507	127,454	140,048	-11.80	9.88
Hispanic Households with Income \$50,000 to \$74,999	104,776	103,674	116,694	-1.05	12.56
Hispanic Households with Income \$75,000 to \$99,999	65,877	78,641	87,538	19.38	11.31
Hispanic Households with Income \$100,000 to \$124,999	32,837	52,706	58,534	60.51	11.06
Hispanic Households with Income \$125,000 to \$149,999	17,927	29,748	32,164	65.94	8.12
Hispanic Households with Income \$150,000 to \$199,999	12,888	23,693	25,724	83.84	8.57
Hispanic Households with Income \$200,000 and Over	7,771	17,157	19,096	120.78	11.30

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	311,520	290,190	204,875	-6.85	-29.40
White Non-Hispanic Households with Income \$25,000 to \$49,999	403,872	379,224	290,995	-6.10	-23.27
White Non-Hispanic Households with Income \$50,000 to \$74,999	387,571	366,081	290,473	-5.54	-20.65
White Non-Hispanic Households with Income \$75,000 to \$99,999	317,463	304,092	280,326	-4.21	-7.82
White Non-Hispanic Households with Income \$100,000 to \$124,999	237,812	232,004	247,650	-2.44	6.74
White Non-Hispanic Households with Income \$125,000 to \$149,999	158,458	158,388	210,041	-0.04	32.61
White Non-Hispanic Households with Income \$150,000 to \$199,999	169,476	170,395	227,782	0.54	33.68
White Non-Hispanic Households with Income \$200,000 and Over	190,907	200,270	350,438	4.90	74.98

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.

National Association of Independent Schools
1129 20th St. N.W., Suite 800, Washington, DC 20036-3425
phone: (202) 973-9700 email: DemoCenterHelp@nais.org

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+)