



## The NAIS Demographic Center 2012 Local Area Reports

**CBSA : Washington-Arlington-Alexandria, DC-VA-MD-WV**

Local Area Reports summarize key demographic changes for a specific geographic region, suggest strategic considerations for schools given these changes, and offer resources that can assist schools in dealing with an ever-changing marketplace.

The data presented in this report are obtained from the NAIS Detailed Trend Report & Analysis – 2012. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).

### Key Findings

#### School Age Population

- During 2010-2012, the number of households with children *Age 0 to 17 Years* grew from 721,044 to 740,461 (2.69 percent) in the CBSA of **Washington-Arlington-Alexandria, DC-VA-MD-WV**. This number is expected to increase by 6.83 percent during the next five years, totaling 791,070 in 2017.
- The *School Age Population* group is expected to increase in 2017. Compared to the 2010-2012 increase of 1.02 percent, the population of children *Age 0 to 17 Years* is projected to increase by 1.77 percent from 1,345,874 in 2012 to 1,369,712 in 2017.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 1.32 percent from 658,058 in 2012 to 666,766 in 2017, while the *Male Population Age 0 to 17 Years* group will increase by 2.20 percent from 687,816 in 2012 to 702,946 in 2017.

#### Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 3.89 percent from 183,486 in 2012 to 190,627 in 2017, and increase by 4.07 percent for boys in the same age group from 189,747 in 2012 to 197,469 in 2017. The numbers for all groups are shown in the table below.

	MALE SCHOOL AGE POPULATION BY AGE			FEMALE SCHOOL AGE POPULATION BY AGE		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Age 0 to 4 Years	189,792	176,764	-6.86	179,917	165,637	-7.94
Age 5 to 9 Years	189,747	197,469	4.07	183,486	190,627	3.89
Age 10 to 13 Years	149,516	153,306	2.53	144,129	148,214	2.83
Age 14 to 17 Years	158,761	175,407	10.48	150,526	162,288	7.81

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 7.53 percent and 6.77 percent, respectively, between 2012 and 2017, while *Nursery or Preschool* is expected to increase by 5.31 percent from 98,105 in 2012 to 103,319 in 2017. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 4.69 percent and increase 5.91 percent, respectively, during the period 2012-2017. The numbers for all groups are shown in the table below.

	POPULATION IN SCHOOL			MALE POPULATION IN SCHOOL			FEMALE POPULATION IN SCHOOL		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Nursery or Preschool	98,105	103,319	5.31	50,363	53,338	5.91	47,742	49,981	4.69
Kindergarten	76,079	81,809	7.53	38,678	41,626	7.62	37,401	40,183	7.44
Grades 1 to 4	283,322	302,497	6.77	144,037	153,915	6.86	139,285	148,582	6.67
Grades 5 to 8	279,242	282,306	1.10	142,182	143,536	0.95	137,060	138,770	1.25
Grades 9 to 12	324,449	357,611	10.22	166,544	185,752	11.53	157,905	171,859	8.84

#### Enrollment in Private Schools

- The population enrolled in private schools decreased by **-2.68** percent during the years 2010-2012; and is expected to decrease by **-5.83** percent in 2017 from 176,477 in 2012 to 166,189 in 2017. While total public school enrollment increased 3.04 percent during the years 2010-2012, it will increase by 8.66 percent between 2012 and 2017.
- During 2010-2012, male preprimary enrollment in private schools decreased by **-1.94** percent and female preprimary enrollment by **-2.74** percent. During 2012-2017, male preprimary enrollment in private schools is anticipated to decrease by **-4.53** percent from 30,006 in 2012 to 28,646 in 2017; while female preprimary enrollment is expected to decrease by **-5.63** percent from 28,444 in 2012 to 26,842 in 2017. Further, the anticipated changes in male and female enrollment rates for elementary and high school are **-5.89** percent and **-6.54** percent, respectively.

#### Population by Race and Ethnicity

- The African American population increased by 3.31 percent between 2010-2012; the population of Hispanics increased by 8.05 percent; the Asian population increased by 12.34 percent; the American Indian and Alaska Native population increased by 3.92 percent. The Other Race population increased by 7.45 percent; and the population of Two or More Races increased by 12.80 percent; and the White population increased by 0.05 percent during the years 2010-2012.
- While the White population represents 53.24 percent of the total population, it is expected to decrease from 3,060,339 in 2012 to 2,981,252 in 2017 (**-2.58** percent). All other racial/ethnic groups are predicted to vary between 2012 and 2017, especially the Hispanic population, which will increase from 832,872 in 2012 to 1,043,212 in 2017 (25.25 percent).

#### Numbers of Affluent Families

- The number of families with school-age children and incomes of at least \$100,000 per year is predicted to change through 2017 as shown in the table below. In particular, *Families with one or more children aged 0-4 and Income \$150,000 and \$199,999* is expected to decrease from 28,703 in 2012 to 28,571 in 2017 (**-0.46** percent).

	INCOME \$100,000 TO \$124,999			INCOME \$125,000 TO \$149,999			INCOME \$150,000 TO \$199,999			INCOME \$200,000 TO \$349,999			INCOME \$350,000 AND OVER		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Aged 0-4	25,058	22,057	-11.98	21,444	19,974	-6.86	28,703	28,571	-0.46	22,178	30,131	35.86	16,335	22,525	37.89
Aged 5-9	25,297	25,001	-1.17	21,649	22,639	4.57	28,977	32,383	11.75	22,390	34,153	52.54	16,491	25,531	54.82
Aged 10-13	19,903	19,424	-2.41	17,032	17,589	3.27	22,798	25,159	10.36	17,615	26,534	50.63	12,975	19,835	52.87

Aged 14-17	20,963	21,754	3.77	17,940	19,699	9.80	24,012	28,178	17.35	18,554	29,717	60.16	13,666	22,215	62.56
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11. The number of African American, Asian, American Indian and Alaska Native, Other Race, and Two or More Races households with incomes of at least \$100,000 per year will shift between 2012 and 2017, as shown in the table below. In particular, *the Other Race Households with Income \$125,000 and \$149,999* are projected to increase by 80.43 percent, from 4,630 in 2012 to 8,354 in 2017.

	BLACK HOUSEHOLDS			ASIAN HOUSEHOLDS			AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS			OTHER RACE HOUSEHOLDS			TWO OR MORE RACES HOUSEHOLDS		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Income \$100,000 to \$124,999	57,967	65,196	12.47	20,317	34,213	68.40	982	2,422	146.64	8,711	12,399	42.34	7,465	8,924	2.45
Income \$125,000 to \$149,999	40,317	46,219	14.64	15,016	23,434	56.06	587	1,066	81.60	4,630	8,354	80.43	6,110	9,747	59.53
Income \$150,000 to \$199,999	42,467	49,062	15.53	18,029	25,825	43.24	313	755	141.21	5,323	7,552	41.87	6,699	10,171	51.83
Income \$200,000 and Over	35,159	42,195	20.01	11,540	31,508	173.03	177	570	222.03	3,644	8,225	125.71	10,299	18,933	83.83

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 16,942 in 2012 to 18,320 in 2017 (8.13 percent).

	HISPANIC HOUSEHOLDS		
	2012	2017	% Growth (2012-2017)
Income \$100,000 to \$124,999	23,028	28,268	22.75
Income \$125,000 to \$149,999	16,098	18,984	17.93
Income \$150,000 to \$199,999	16,851	19,666	16.71
Income \$200,000 and Over	16,942	18,320	8.13

13. The number of *Households by Home Value* also shifted between 2010 and 2012. In particular, the number of households with homes valued between \$250,000 and \$299,999 increased by 9.06 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 210,339 in 2012 to 191,067 in 2017 (-9.16 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2012	2017	% Growth (2010-2012)	% Growth (2012-2017)
Less than \$250,000	221,561	223,512	231,257	0.88	3.47
\$250,000-\$299,999	126,900	138,402	173,489	9.06	25.35
\$300,000-\$399,999	294,375	303,786	325,611	3.20	7.18
\$400,000-\$499,999	215,295	210,339	191,067	-2.30	-9.16
\$500,000-\$749,999	297,930	293,235	271,373	-1.58	-7.46
\$750,000-\$999,999	105,484	105,314	102,149	-0.16	-3.01
More than \$1,000,000	72,117	74,534	79,597	3.35	6.79

#### Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Washington-Arlington-Alexandria, DC-VA-MD-WV** increased 3.72 percent, from 932,115 in 2010 to 966,745 in 2012. This number is expected to increase by 7.77 percent through 2017. For people older than 25 years of age who hold graduate degrees, their numbers increased from 847,528 in 2010 to 897,276 in 2012 (5.87 percent), and it is forecasted this population will increase an additional 14.60 percent by the year 2017.

## Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Washington-Arlington-Alexandria, DC-VA-MD-WV** 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](#)

<sup>[1]</sup> 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>.

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

# EASI NAIS Detailed Trend Report & Analysis - 2012

CBSA Name: Washington-Arlington-Alexandria, DC-VA-MD-WV

CBSA Code: 47900

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

State Name: District of Columbia

Dominant Profile: MED\_INC

Description	2010	2012	2017 (2010-2012)	% Growth Forecast	% Growth Forecast
<b>Total Population and Households</b>					
Population	5,582,170	5,747,879	6,138,366	2.97	6.79
Households	2,074,730	2,134,338	2,279,550	2.87	6.80
<b>Households with School Age Population</b>					
Households with Children Age 0 to 17 Years	721,044	740,461	791,070	2.69	6.83
Percent of Households with Children Age 0 to 17 Years	34.75	34.69	34.70	-0.17	0.03
<b>School Age Population</b>					
Population Age 0 to 17 Years	1,332,270	1,345,874	1,369,712	1.02	1.77
Population Age 0 to 4 Years	375,113	369,709	342,401	-1.44	-7.39
Population Age 5 to 9 Years	366,645	373,233	388,096	1.80	3.98
Population Age 10 to 13 Years	290,344	293,645	301,520	1.14	2.68
Population Age 14 to 17 Years	300,168	309,287	337,695	3.04	9.18
<b>School Age Population by Gender</b>					
Male Population Age 0 to 17 Years	679,660	687,816	702,946	1.20	2.20
Female Population Age 0 to 17 Years	652,610	658,058	666,766	0.83	1.32
<b>Male School Age Population by Age</b>					
Male Population Age 0 to 4 Years	191,807	189,792	176,764	-1.05	-6.86
Male Population Age 5 to 9 Years	186,221	189,747	197,469	1.89	4.07
Male Population Age 10 to 13 Years	148,096	149,516	153,306	0.96	2.53
Male Population Age 14 to 17 Years	153,536	158,761	175,407	3.40	10.48
<b>Female School Age Population by Age</b>					
Female Population Age 0 to 4 Years	183,306	179,917	165,637	-1.85	-7.94
Female Population Age 5 to 9 Years	180,424	183,486	190,627	1.70	3.89
Female Population Age 10 to 13 Years	142,248	144,129	148,214	1.32	2.83
Female Population Age 14 to 17 Years	146,632	150,526	162,288	2.66	7.81
<b>Population in School</b>					
Nursery or Preschool	97,142	98,105	103,319	0.99	5.31
Kindergarten	74,397	76,079	81,809	2.26	7.53
Grades 1 to 4	277,013	283,322	302,497	2.28	6.77
Grades 5 to 8	278,647	279,242	282,306	0.21	1.10
Grades 9 to 12	312,780	324,449	357,611	3.73	10.22
<b>Population in School by Gender</b>					
Male Enrolled in School	530,272	541,804	578,168	2.17	6.71
Female Enrolled in School	509,707	519,393	549,374	1.90	5.77
<b>Male Population in School by Grade</b>					
Male Nursery or Preschool	49,672	50,363	53,338	1.39	5.91
Male Kindergarten	37,787	38,678	41,626	2.36	7.62
Male Grades 1 to 4	140,696	144,037	153,915	2.37	6.86
Male Grades 5 to 8	142,130	142,182	143,536	0.04	0.95
Male Grades 9 to 12	159,987	166,544	185,752	4.10	11.53
<b>Female Population in School by Grade</b>					
Female Nursery or Preschool	47,470	47,742	49,981	0.57	4.69
Female Kindergarten	36,610	37,401	40,183	2.16	7.44
Female Grades 1 to 4	136,317	139,285	148,582	2.18	6.67
Female Grades 5 to 8	136,517	137,060	138,770	0.40	1.25
Female Grades 9 to 12	152,793	157,905	171,859	3.35	8.84
<b>Population in School</b>					
Education, Total Enrollment (Pop 3+)	1,039,979	1,061,197	1,127,542	2.04	6.25
Education, Not Enrolled in School (Pop 3+)	3,844,294	3,971,786	4,250,093	3.32	7.01
<b>Population in Public vs Private School</b>					
Education, Enrolled Private Schools (Pop 3+)	181,335	176,477	166,189	-2.68	-5.83
Education, Enrolled Private Preprimary (Pop 3+)	59,846	58,450	55,488	-2.33	-5.07
Education, Enrolled Private Elementary or High School (Pop 3+)	121,489	118,027	110,701	-2.85	-6.21
Education, Enrolled Public Schools (Pop 3+)	858,644	884,720	961,353	3.04	8.66
Education, Enrolled Public Preprimary (Pop 3+)	37,296	39,655	47,831	6.33	20.62
Education, Enrolled Public Elementary or High School (Pop 3+)	821,348	845,065	913,522	2.89	8.10
<b>Population in Public vs Private School by Gender</b>					
<b>Male Population in Public vs Private School</b>					
Male Education, Enrolled Private Schools (Pop 3+)	92,508	90,203	85,298	-2.49	-5.44
Male Education, Enrolled Private Preprimary (Pop 3+)	30,601	30,006	28,646	-1.94	-4.53
Male Education, Enrolled Private Elementary or High School (Pop 3+)	61,907	60,197	56,653	-2.76	-5.89
Male Education, Enrolled Public Schools (Pop 3+)	437,764	451,601	492,869	3.16	9.14
Male Education, Enrolled Public Preprimary (Pop 3+)	19,071	20,357	24,693	6.74	21.30
Male Education, Enrolled Public Elementary or High School (Pop 3+)	418,693	431,244	468,177	3.00	8.56
<b>Female Population in Public vs Private School</b>					
Female Education, Enrolled Private Schools (Pop 3+)	88,827	86,274	80,891	-2.87	-6.24
Female Education, Enrolled Private Preprimary (Pop 3+)	29,245	28,444	26,842	-2.74	-5.63
Female Education, Enrolled Private Elementary or High School (Pop 3+)	59,582	57,830	54,048	-2.94	-6.54
Female Education, Enrolled Public Schools (Pop 3+)	420,880	433,119	468,484	2.91	8.17
Female Education, Enrolled Public Preprimary (Pop 3+)	18,225	19,298	23,138	5.89	19.90
Female Education, Enrolled Public Elementary or High School (Pop 3+)	402,655	413,821	445,345	2.77	7.62
<b>Population by Race</b>					
White Population, Alone	3,058,820	3,060,339	2,981,252	0.05	-2.58
Black Population, Alone	1,438,436	1,486,091	1,587,623	3.31	6.83
Asian Population, Alone	521,466	585,834	789,746	12.34	34.81

American Indian and Alaska Native Population, Alone	22,791	23,685	28,209	3.92	19.10
Other Race Population, Alone	335,144	360,117	433,617	7.45	20.41
Two or More Races Population	205,513	231,813	317,919	12.80	37.14
<b>Population by Ethnicity</b>					
Hispanic Population	770,795	832,872	1,043,212	8.05	25.25
White Non-Hispanic Population	2,711,259	2,705,838	2,632,126	-0.20	-2.72
<b>Population by Race As Percent of Total Population</b>					
Percent of White Population, Alone	54.80	53.24	48.57	-2.85	-8.77
Percent of Black Population, Alone	25.77	25.85	25.86	0.31	0.04
Percent of Asian Population, Alone	9.34	10.19	12.87	9.10	26.30
Percent of American Indian and Alaska Native Population, Alone	0.41	0.41	0.46	0.00	12.20
Percent of Other Race Population, Alone	6.00	6.27	7.06	4.50	12.60
Percent of Two or More Races Population, Alone	3.68	4.03	5.18	9.51	28.54
<b>Population by Ethnicity As Percent of Total Population</b>					
Percent of Hispanic Population	13.81	14.49	16.99	4.92	17.25
Percent of White Non-Hispanic Population	48.57	47.08	42.88	-3.07	-8.92
<b>Educational Attainment</b>					
Education Attainment, Bachelor's Degree (Pop 25+)	932,115	966,745	1,041,888	3.72	7.77
Education Attainment, Master's Degree (Pop 25+)	576,633	611,959	705,146	6.13	15.23
Education Attainment, Professional Degree (Pop 25+)	161,047	169,525	190,960	5.26	12.64
Education Attainment, Doctorate Degree (Pop 25+)	109,848	115,792	132,199	5.41	14.17
<b>Household Income</b>					
Household Income, Median (\$)	90,230	91,998	106,480	1.96	15.74
Household Income, Average (\$)	115,938	117,873	143,016	1.67	21.33
<b>Households by Income</b>					
Households with Income Less than \$25,000	222,204	223,426	209,246	0.55	-6.35
Households with Income \$25,000 to \$49,999	309,175	309,089	276,078	-0.03	-10.68
Households with Income \$50,000 to \$74,999	330,129	333,662	306,793	1.07	-8.05
Households with Income \$75,000 to \$99,999	288,662	295,614	281,891	2.41	-4.64
Households with Income \$100,000 to \$124,999	235,698	243,757	253,726	3.42	4.09
Households with Income \$125,000 to \$149,999	181,810	189,640	212,641	4.31	12.13
Households with Income \$150,000 to \$199,999	228,062	238,617	272,937	4.63	14.38
Households with Income \$200,000 and Over	278,990	300,533	466,238	7.72	55.14
<b>Families by Age of Children and Income</b>					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	24,860	25,058	22,057	0.80	-11.98
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	24,299	25,297	25,001	4.11	-1.17
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	19,242	19,903	19,424	3.44	-2.41
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	19,893	20,963	21,754	5.38	3.77
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	21,104	21,444	19,974	1.61	-6.86
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	20,628	21,649	22,639	4.95	4.57
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	16,335	17,032	17,589	4.27	3.27
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	16,888	17,940	19,699	6.23	9.80
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	28,172	28,703	28,571	1.88	-0.46
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	27,536	28,977	32,383	5.23	11.75
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	21,805	22,798	25,159	4.55	10.36
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	22,543	24,012	28,178	6.52	17.35
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	21,203	22,178	30,131	4.60	35.86
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	20,724	22,390	34,153	8.04	52.54
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	16,411	17,615	26,534	7.34	50.63
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	16,967	18,554	29,717	9.35	60.16
Families with one or more children aged 0-4 and Income \$350,000 and over	15,527	16,335	22,525	5.20	37.89
Families with one or more children aged 5-9 and Income \$350,000 and over	15,176	16,491	25,531	8.66	54.82
Families with one or more children aged 10-13 and Income \$350,000 and over	12,018	12,975	19,835	7.96	52.87
Families with one or more children aged 14-17 and Income \$350,000 and over	12,425	13,666	22,215	9.99	62.56
<b>Households by Home Value</b>					
Housing, Owner Households Valued Less than \$250,000	221,561	223,512	231,257	0.88	3.47
Housing, Owner Households Valued \$250,000-\$299,999	126,900	138,402	173,489	9.06	25.35
Housing, Owner Households Valued \$300,000-\$399,999	294,375	303,786	325,611	3.20	7.18
Housing, Owner Households Valued \$400,000-\$499,999	215,295	210,339	191,067	-2.30	-9.16
Housing, Owner Households Valued \$500,000-\$749,999	297,930	293,235	271,373	-1.58	-7.46
Housing, Owner Households Valued \$750,000-\$999,999	105,484	105,314	102,149	-0.16	-3.01
Housing, Owner Households Valued More than \$1,000,000	72,117	74,534	79,597	3.35	6.79
<b>Households by Length of Residence</b>					
Length of Residence Less than 2 Years	283,191	317,244	417,640	12.02	31.65
Length of Residence 3 to 5 Years	424,787	475,866	626,461	12.02	31.65
Length of Residence 6 to 10 Years	788,232	777,886	732,083	-1.31	-5.89
Length of Residence More than 10 Years	578,520	563,342	503,366	-2.62	-10.65
<b>Households by Race and Income</b>					
<b>White Households by Income</b>					
White Households with Income Less than \$25,000	92,095	91,893	71,327	-0.22	-22.38
White Households with Income \$25,000 to \$49,999	140,897	139,672	100,602	-0.87	-27.97
White Households with Income \$50,000 to \$74,999	169,176	168,210	128,619	-0.57	-23.54
White Households with Income \$75,000 to \$99,999	163,269	163,163	133,955	-0.06	-17.90
White Households with Income \$100,000 to \$124,999	147,959	148,315	130,572	0.24	-11.96
White Households with Income \$125,000 to \$149,999	121,812	122,980	123,821	0.96	0.68
White Households with Income \$150,000 to \$199,999	163,650	165,786	179,572	1.31	8.32
White Households with Income \$200,000 and Over	232,074	239,714	364,807	3.29	52.18
<b>Black Households by Income</b>					
Black Households with Income Less than \$25,000	96,174	95,440	100,681	-0.76	5.49
Black Households with Income \$25,000 to \$49,999	113,184	111,702	119,710	-1.31	7.17
Black Households with Income \$50,000 to \$74,999	102,521	103,480	112,968	0.94	9.17
Black Households with Income \$75,000 to \$99,999	74,548	78,113	86,549	4.78	10.80
Black Households with Income \$100,000 to \$124,999	54,486	57,967	65,196	6.39	12.47
Black Households with Income \$125,000 to \$149,999	36,361	40,317	46,219	10.88	14.64
Black Households with Income \$150,000 to \$199,999	38,052	42,467	49,062	11.60	15.53

Black Households with Income \$200,000 and Over	27,687	35,159	42,195	26.99	20.01
<b>Asian Households by Income</b>					
Asian Households with Income Less than \$25,000	20,322	21,648	22,875	6.52	5.67
Asian Households with Income \$25,000 to \$49,999	30,241	31,458	30,594	4.02	-2.75
Asian Households with Income \$50,000 to \$74,999	32,398	34,522	36,614	6.56	6.06
Asian Households with Income \$75,000 to \$99,999	28,927	31,373	36,075	8.46	14.99
Asian Households with Income \$100,000 to \$124,999	17,299	20,317	34,213	17.45	68.40
Asian Households with Income \$125,000 to \$149,999	13,111	15,016	23,434	14.53	56.06
Asian Households with Income \$150,000 to \$199,999	15,548	18,029	25,825	15.96	43.24
Asian Households with Income \$200,000 and Over	8,041	11,540	31,508	43.51	173.03
<b>American Indian and Alaska Native Households</b>					
American Indian and Alaska Native Households with Income Less than \$25,000	326	321	212	-1.53	-33.96
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	741	749	420	1.08	-43.93
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	1,774	1,778	994	0.23	-44.09
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	2,242	2,252	1,387	0.45	-38.41
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	984	982	2,422	-0.20	146.64
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	590	587	1,066	-0.51	81.60
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	309	313	755	1.29	141.21
American Indian and Alaska Native Households with Income \$200,000 and Over	175	177	570	1.14	222.03
<b>Other Race Households by Income</b>					
Other Race Households with Income Less than \$25,000	8,271	8,955	8,397	8.27	-6.23
Other Race Households with Income \$25,000 to \$49,999	17,946	19,293	17,909	7.51	-7.17
Other Race Households with Income \$50,000 to \$74,999	17,086	18,326	19,442	7.26	6.09
Other Race Households with Income \$75,000 to \$99,999	12,469	13,309	15,643	6.74	17.54
Other Race Households with Income \$100,000 to \$124,999	8,193	8,711	12,399	6.32	42.34
Other Race Households with Income \$125,000 to \$149,999	4,587	4,630	8,354	0.94	80.43
Other Race Households with Income \$150,000 to \$199,999	4,972	5,323	7,552	7.06	41.87
Other Race Households with Income \$200,000 and Over	3,563	3,644	8,225	2.27	125.71
<b>Two or More Races Households by Income</b>					
Two or More Races Households with Income Less than \$25,000	5,016	5,169	5,754	3.05	11.32
Two or More Races Households with Income \$25,000 to \$49,999	6,166	6,215	6,843	0.79	10.10
Two or More Races Households with Income \$50,000 to \$74,999	7,174	7,346	8,156	2.40	11.03
Two or More Races Households with Income \$75,000 to \$99,999	7,207	7,404	8,282	2.73	11.86
Two or More Races Households with Income \$100,000 to \$124,999	6,777	7,465	8,924	10.15	19.54
Two or More Races Households with Income \$125,000 to \$149,999	5,349	6,110	9,747	14.23	59.53
Two or More Races Households with Income \$150,000 to \$199,999	5,531	6,699	10,171	21.12	51.83
Two or More Races Households with Income \$200,000 and Over	7,450	10,299	18,933	38.24	83.83
<b>Households by Ethnicity and Income</b>					
<b>Hispanic Households by Income</b>					
Hispanic Households with Income Less than \$25,000	22,017	20,530	26,957	-6.75	31.31
Hispanic Households with Income \$25,000 to \$49,999	44,249	40,740	55,469	-7.93	36.15
Hispanic Households with Income \$50,000 to \$74,999	41,723	41,755	55,344	0.08	32.54
Hispanic Households with Income \$75,000 to \$99,999	29,411	33,039	41,477	12.34	25.54
Hispanic Households with Income \$100,000 to \$124,999	19,361	23,028	28,268	18.94	22.75
Hispanic Households with Income \$125,000 to \$149,999	12,400	16,098	18,984	29.82	17.93
Hispanic Households with Income \$150,000 to \$199,999	13,028	16,851	19,666	29.34	16.71
Hispanic Households with Income \$200,000 and Over	10,314	16,942	18,320	64.26	8.13
<b>White Non-Hispanic Households by Income</b>					
White Non-Hispanic Households with Income Less than \$25,000	82,561	79,224	58,664	-4.04	-25.95
White Non-Hispanic Households with Income \$25,000 to \$49,999	125,868	119,564	81,578	-5.01	-31.77
White Non-Hispanic Households with Income \$50,000 to \$74,999	154,914	147,953	107,096	-4.49	-27.61
White Non-Hispanic Households with Income \$75,000 to \$99,999	151,596	145,861	114,030	-3.78	-21.82
White Non-Hispanic Households with Income \$100,000 to \$124,999	138,903	134,703	113,295	-3.02	-15.89
White Non-Hispanic Households with Income \$125,000 to \$149,999	113,977	112,427	110,477	-1.36	-1.73
White Non-Hispanic Households with Income \$150,000 to \$199,999	154,949	154,228	161,781	-0.47	4.90
White Non-Hispanic Households with Income \$200,000 and Over	215,090	225,422	340,409	4.80	51.01

**Footnotes:**

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

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

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

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

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

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## EASI Dominant Profiles

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

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