



The NAIS Demographic Center 2013 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 – 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 728,046 to 749,690 (2.97 percent) in the CBSA of **Washington-Arlington-Alexandria, DC-VA-MD-WV**. This number is expected to increase by 2.40 percent during the next five years, totaling 767,664 in 2018.
- The *School Age Population* group is expected to increase in 2018. Compared to the 2010-2013 increase of 2.37 percent, the population of children *Age 0 to 17 Years* is projected to increase by 2.48 percent from 1,377,678 in 2013 to 1,411,833 in 2018.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 2.06 percent from 673,011 in 2013 to 686,857 in 2018, while the *Male Population Age 0 to 17 Years* group will increase by 2.88 percent from 704,667 in 2013 to 724,976 in 2018.

Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 6.84 percent from 190,898 in 2013 to 203,964 in 2018, and increase by 4.71 percent for boys in the same age group from 194,985 in 2013 to 204,160 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	199,777	205,699	2.96	186,759	184,765	-1.07
Age 5 to 9 Years	194,985	204,160	4.71	190,898	203,964	6.84
Age 10 to 13 Years	153,633	158,667	3.28	145,811	147,902	1.43
Age 14 to 17 Years	156,272	156,450	0.11	149,543	150,226	0.46

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 11.21 percent and 6.12 percent, respectively, between 2013 and 2018, while *Nursery or Preschool* is expected to increase by 6.88 percent from 104,576 in 2013 to 111,775 in 2018. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 4.68 percent and increase 8.95 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	104,576	111,775	6.88	54,049	58,884	8.95	50,527	52,891	4.68
Kindergarten	82,283	91,505	11.21	41,577	45,774	10.09	40,706	45,731	12.34
Grades 1 to 4	294,064	312,074	6.12	148,589	156,112	5.06	145,475	155,962	7.21
Grades 5 to 8	282,429	281,901	-0.19	144,903	145,900	0.69	137,526	136,001	-1.11
Grades 9 to 12	316,634	326,749	3.19	161,801	166,690	3.02	154,833	160,059	3.38

Enrollment in Private Schools

- The population enrolled in private schools increased by 0.28 percent during the years 2010-2013; and is expected to increase by 0.82 percent in 2018 from 188,250 in 2013 to 189,790 in 2018. While total public school enrollment increased 3.20 percent during the years 2010-2013, it will increase by 4.76 percent between 2013 and 2018.
- During 2010-2013, male preprimary enrollment in private schools increased by 2.51 percent and female preprimary enrollment by 0.24 percent. During 2013-2018, male preprimary enrollment in private schools is anticipated to increase by 3.98 percent from 32,799 in 2013 to 34,106 in 2018; while female preprimary enrollment is expected to decrease by -0.09 percent from 30,662 in 2013 to 30,635 in 2018. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 0.05 percent and 0.37 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 6.40 percent between 2010-2013; the population of Hispanics increased by 11.33 percent; the Asian population increased by 8.44 percent; the American Indian and Alaska Native population increased by 8.92 percent. The Other Race population increased by 3.36 percent; and the population of Two or More Races increased by 16.49 percent; and the White population increased by 1.89 percent during the years 2010-2013.
- While the White population represents 53.74 percent of the total population, it is expected to increase from 3,159,355 in 2013 to 3,179,752 in 2018 (0.65 percent). All other racial/ethnic groups are predicted to vary between 2013 and 2018, especially the Hispanic population, which will increase from 863,030 in 2013 to 1,048,023 in 2018 (21.44 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 30,742 in 2013 to 31,082 in 2018 (1.11 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	25,536	23,264	-8.90	22,210	21,824	-1.74	30,742	31,082	1.11	24,523	27,072	10.21	18,062	27,310	51.20
Aged 5-9	25,493	24,316	-4.62	22,173	22,811	2.88	30,690	32,487	5.86	24,482	28,749	17.43	18,031	28,545	58.31
Aged 10-13	19,782	18,266	-7.66	17,206	17,135	-0.41	23,815	24,403	2.47	18,998	29,107	53.21	13,992	21,442	53.24

Aged 14-17	20,203	18,272	-9.56	17,572	17,141	-2.45	24,322	24,412	0.37	19,402	29,117	50.07	14,290	21,449	50.10
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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 38.65 percent, from 5,438 in 2013 to 7,540 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	61,765	70,977	14.91	20,896	33,324	59.48	1,180	2,996	153.90	8,785	10,477	19.26	7,373	11,788	34.18
Income \$125,000 to \$149,999	45,349	54,263	19.66	16,421	24,230	47.55	160	1,502	838.75	5,438	7,540	38.65	6,668	10,924	63.83
Income \$150,000 to \$199,999	49,067	59,513	21.29	20,214	20,966	3.72	797	1,251	56.96	5,565	6,667	19.80	8,036	10,553	31.32
Income \$200,000 and Over	47,225	64,692	36.99	16,605	36,108	117.45	219	705	221.92	5,034	8,686	72.55	15,816	24,105	52.41

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 22,188 in 2013 to 24,761 in 2018 (11.60 percent).

	HISPANIC HOUSEHOLDS		
	2013	2018	% Growth (2013-2018)
Income \$100,000 to \$124,999	24,913	28,807	15.63
Income \$125,000 to \$149,999	18,535	20,563	10.94
Income \$150,000 to \$199,999	18,908	22,359	18.25
Income \$200,000 and Over	22,188	24,761	11.60

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 13.37 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 205,621 in 2013 to 185,935 in 2018 (-9.57 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2013	2018	% Growth (2010-2013)	% Growth (2013-2018)
Less than \$250,000	260,001	284,413	323,408	9.39	13.71
\$250,000-\$299,999	136,438	154,676	186,070	13.37	20.30
\$300,000-\$399,999	289,186	292,242	289,036	1.06	-1.10
\$400,000-\$499,999	211,865	205,621	185,935	-2.95	-9.57
\$500,000-\$749,999	281,410	271,018	241,601	-3.69	-10.85
\$750,000-\$999,999	100,365	101,028	98,248	0.66	-2.75
More than \$1,000,000	68,319	69,802	69,951	2.17	0.21

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 5.33 percent, from 939,287 in 2010 to 989,372 in 2013. This number is expected to increase by 6.94 percent through 2018. For people older than 25 years of age who hold graduate degrees, their numbers increased from 851,800 in 2010 to 918,122 in 2013 (7.79 percent), and it is forecasted this population will increase an additional 12.05 percent by the year 2018.

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)?^[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: Washington-Arlington-Alexandria, DC-VA-MD-WV

CBSA Code: 47900

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

State Name: District of Columbia

Dominant Profile: Median Income Profile

					% Growth	% Growth Forecast
	Description	2010	2013	2018 (2010-2013)	(2013-2018)	
Total Population and Households						
	Population	5,636,232	5,878,946	6,223,187	4.31	5.86
	Households	2,094,033	2,182,174	2,286,286	4.21	4.77
Households with School Age Population						
	Households with Children Age 0 to 17 Years	728,046	749,690	767,664	2.97	2.40
	Percent of Households with Children Age 0 to 17 Years	34.77	34.36	33.58	-1.18	-2.27
School Age Population						
	Population Age 0 to 17 Years	1,345,820	1,377,678	1,411,833	2.37	2.48
	Population Age 0 to 4 Years	378,716	386,536	390,464	2.06	1.02
	Population Age 5 to 9 Years	370,498	385,883	408,124	4.15	5.76
	Population Age 10 to 13 Years	293,378	299,444	306,569	2.07	2.38
	Population Age 14 to 17 Years	303,228	305,815	306,676	0.85	0.28
School Age Population by Gender						
	Male Population Age 0 to 17 Years	686,533	704,667	724,976	2.64	2.88
	Female Population Age 0 to 17 Years	659,287	673,011	686,857	2.08	2.06
Male School Age Population by Age						
	Male Population Age 0 to 4 Years	193,612	199,777	205,699	3.18	2.96
	Male Population Age 5 to 9 Years	188,191	194,985	204,160	3.61	4.71
	Male Population Age 10 to 13 Years	149,640	153,633	158,667	2.67	3.28
	Male Population Age 14 to 17 Years	155,090	156,272	156,450	0.76	0.11
Female School Age Population by Age						
	Female Population Age 0 to 4 Years	185,104	186,759	184,765	0.89	-1.07
	Female Population Age 5 to 9 Years	182,307	190,898	203,964	4.71	6.84
	Female Population Age 10 to 13 Years	143,738	145,811	147,902	1.44	1.43
	Female Population Age 14 to 17 Years	148,138	149,543	150,226	0.95	0.46
Population in School						
	Nursery or Preschool	100,857	104,576	111,775	3.69	6.88
	Kindergarten	77,447	82,283	91,505	6.24	11.21
	Grades 1 to 4	282,548	294,064	312,074	4.08	6.12
	Grades 5 to 8	281,254	282,429	281,901	0.42	-0.19
	Grades 9 to 12	309,716	316,634	326,749	2.23	3.19
Population in School by Gender						
	Male Enrolled in School	536,282	550,919	573,360	2.73	4.07
	Female Enrolled in School	515,540	529,067	550,644	2.62	4.08
Male Population in School by Grade						
	Male Nursery or Preschool	51,561	54,049	58,884	4.83	8.95
	Male Kindergarten	39,338	41,577	45,774	5.69	10.09
	Male Grades 1 to 4	143,518	148,589	156,112	3.53	5.06
	Male Grades 5 to 8	143,456	144,903	145,900	1.01	0.69
	Male Grades 9 to 12	158,409	161,801	166,690	2.14	3.02
Female Population in School by Grade						
	Female Nursery or Preschool	49,296	50,527	52,891	2.50	4.68
	Female Kindergarten	38,109	40,706	45,731	6.81	12.34
	Female Grades 1 to 4	139,030	145,475	155,962	4.64	7.21
	Female Grades 5 to 8	137,798	137,526	136,001	-0.20	-1.11
	Female Grades 9 to 12	151,307	154,833	160,059	2.33	3.38
Population in School						
	Education, Total Enrollment (Pop 3+)	1,051,822	1,079,986	1,124,004	2.68	4.08
	Education, Not Enrolled in School (Pop 3+)	3,878,025	4,061,150	4,307,824	4.72	6.07
Population in Public vs Private School						
	Education, Enrolled Private Schools (Pop 3+)	187,726	188,250	189,790	0.28	0.82
	Education, Enrolled Private Preprimary (Pop 3+)	62,585	63,461	64,741	1.40	2.02
	Education, Enrolled Private Elementary or High School (Pop 3+)	125,141	124,789	125,049	-0.28	0.21
	Education, Enrolled Public Schools (Pop 3+)	864,096	891,736	934,214	3.20	4.76

Education, Enrolled Public Preprimary (Pop 3+)	38,272	41,115	47,034	7.43	14.40
Education, Enrolled Public Elementary or High School (Pop 3+)	825,824	850,621	887,180	3.00	4.30

Population in Public vs Private School by Gender

Male Population in Public vs Private School

Male Education, Enrolled Private Schools (Pop 3+)	95,764	96,353	97,693	0.62	1.39
Male Education, Enrolled Private Preprimary (Pop 3+)	31,995	32,799	34,106	2.51	3.98
Male Education, Enrolled Private Elementary or High School (Pop 3+)	63,769	63,554	63,587	-0.34	0.05
Male Education, Enrolled Public Schools (Pop 3+)	440,518	454,566	475,667	3.19	4.64
Male Education, Enrolled Public Preprimary (Pop 3+)	19,566	21,250	24,778	8.61	16.60
Male Education, Enrolled Public Elementary or High School (Pop 3+)	420,952	433,316	450,889	2.94	4.06

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	91,962	91,897	92,097	-0.07	0.22
Female Education, Enrolled Private Preprimary (Pop 3+)	30,590	30,662	30,635	0.24	-0.09
Female Education, Enrolled Private Elementary or High School (Pop 3+)	61,372	61,235	61,462	-0.22	0.37
Female Education, Enrolled Public Schools (Pop 3+)	423,578	437,170	458,547	3.21	4.89
Female Education, Enrolled Public Preprimary (Pop 3+)	18,706	19,865	22,256	6.20	12.04
Female Education, Enrolled Public Elementary or High School (Pop 3+)	404,872	417,305	436,291	3.07	4.55

Population by Race

White Population, Alone	3,100,712	3,159,355	3,179,752	1.89	0.65
Black Population, Alone	1,446,125	1,538,638	1,694,321	6.40	10.12
Asian Population, Alone	522,153	566,201	639,969	8.44	13.03
American Indian and Alaska Native Population, Alone	23,002	25,054	30,458	8.92	21.57
Other Race Population, Alone	337,312	348,641	368,160	3.36	5.60
Two or More Races Population	206,928	241,057	310,527	16.49	28.82

Population by Ethnicity

Hispanic Population	775,180	863,030	1,048,023	11.33	21.44
White Non-Hispanic Population	2,751,394	2,741,781	2,680,025	-0.35	-2.25

Population by Race As Percent of Total Population

Percent of White Population, Alone	55.01	53.74	51.10	-2.31	-4.91
Percent of Black Population, Alone	25.66	26.17	27.23	1.99	4.05
Percent of Asian Population, Alone	9.26	9.63	10.28	4.00	6.75
Percent of American Indian and Alaska Native Population, Alone	0.41	0.43	0.49	4.88	13.95
Percent of Other Race Population, Alone	5.98	5.93	5.92	-0.84	-0.17
Percent of Two or More Races Population, Alone	3.67	4.10	4.99	11.72	21.71

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	13.75	14.68	16.84	6.76	14.71
Percent of White Non-Hispanic Population	48.82	46.64	43.07	-4.47	-7.65

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	939,287	989,372	1,058,012	5.33	6.94
Education Attainment, Master's Degree (Pop 25+)	577,972	624,456	701,109	8.04	12.28
Education Attainment, Professional Degree (Pop 25+)	163,374	175,844	196,712	7.63	11.87
Education Attainment, Doctorate Degree (Pop 25+)	110,454	117,822	130,921	6.67	11.12

Household Income

Household Income, Median (\$)	90,258	95,705	116,158	6.03	21.37
Household Income, Average (\$)	118,479	121,820	152,690	2.82	25.34

Households by Income

Households with Income Less than \$25,000	228,477	221,575	190,111	-3.02	-14.20
Households with Income \$25,000 to \$49,999	309,860	296,731	237,541	-4.24	-19.95
Households with Income \$50,000 to \$74,999	331,588	326,723	273,456	-1.47	-16.30
Households with Income \$75,000 to \$99,999	290,153	297,096	273,044	2.39	-8.10
Households with Income \$100,000 to \$124,999	237,443	251,211	261,463	5.80	4.08
Households with Income \$125,000 to \$149,999	184,681	200,075	227,398	8.34	13.66
Households with Income \$150,000 to \$199,999	233,885	256,464	285,656	9.65	11.38
Households with Income \$200,000 and Over	277,946	332,299	537,617	19.56	61.79

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	24,877	25,536	23,264	2.65	-8.90
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	24,338	25,493	24,316	4.75	-4.62
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	19,272	19,782	18,266	2.65	-7.66
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	19,919	20,203	18,272	1.43	-9.56
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	21,187	22,210	21,824	4.83	-1.74
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	20,728	22,173	22,811	6.97	2.88
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	16,413	17,206	17,135	4.83	-0.41
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	16,964	17,572	17,141	3.58	-2.45
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	28,802	30,742	31,082	6.74	1.11
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	28,177	30,690	32,487	8.92	5.86

Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	22,312	23,815	24,403	6.74	2.47
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	23,061	24,322	24,412	5.47	0.37
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	20,942	24,523	37,072	17.10	51.17
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	20,488	24,482	38,749	19.49	58.28
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	16,223	18,998	29,107	17.11	53.21
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	16,768	19,402	29,117	15.71	50.07
Families with one or more children aged 0-4 and Income \$350,000 and over	15,526	18,062	27,310	16.33	51.20
Families with one or more children aged 5-9 and Income \$350,000 and over	15,189	18,031	28,545	18.71	58.31
Families with one or more children aged 10-13 and Income \$350,000 and over	12,027	13,992	21,442	16.34	53.24
Families with one or more children aged 14-17 and Income \$350,000 and over	12,431	14,290	21,449	14.95	50.10

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	260,001	284,413	323,408	9.39	13.71
Housing, Owner Households Valued \$250,000-\$299,999	136,438	154,676	186,070	13.37	20.30
Housing, Owner Households Valued \$300,000-\$399,999	289,186	292,242	289,036	1.06	-1.10
Housing, Owner Households Valued \$400,000-\$499,999	211,865	205,621	185,935	-2.95	-9.57
Housing, Owner Households Valued \$500,000-\$749,999	281,410	271,018	241,601	-3.69	-10.85
Housing, Owner Households Valued \$750,000-\$999,999	100,365	101,028	98,248	0.66	-2.75
Housing, Owner Households Valued More than \$1,000,000	68,319	69,802	69,951	2.17	0.21

Households by Length of Residence

Length of Residence Less than 2 Years	308,699	358,857	444,700	16.25	23.92
Length of Residence 3 to 5 Years	463,048	538,285	667,050	16.25	23.92
Length of Residence 6 to 10 Years	749,510	728,975	672,347	-2.74	-7.77
Length of Residence More than 10 Years	572,776	556,057	502,190	-2.92	-9.69

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	96,032	96,064	70,371	0.03	-26.75
White Households with Income \$25,000 to \$49,999	144,634	143,671	98,547	-0.67	-31.41
White Households with Income \$50,000 to \$74,999	171,877	171,652	125,081	-0.13	-27.13
White Households with Income \$75,000 to \$99,999	165,280	166,174	132,702	0.54	-20.14
White Households with Income \$100,000 to \$124,999	149,464	151,212	131,901	1.17	-12.77
White Households with Income \$125,000 to \$149,999	123,012	126,039	128,939	2.46	2.30
White Households with Income \$150,000 to \$199,999	167,348	172,785	186,706	3.25	8.06
White Households with Income \$200,000 and Over	229,148	247,400	403,321	7.97	63.02

Black Households by Income

Black Households with Income Less than \$25,000	97,934	93,297	94,282	-4.73	1.06
Black Households with Income \$25,000 to \$49,999	110,612	102,974	102,862	-6.91	-0.11
Black Households with Income \$50,000 to \$74,999	102,774	100,652	105,140	-2.06	4.46
Black Households with Income \$75,000 to \$99,999	76,095	81,786	90,086	7.48	10.15
Black Households with Income \$100,000 to \$124,999	54,791	61,765	70,977	12.73	14.91
Black Households with Income \$125,000 to \$149,999	36,351	45,349	54,263	24.75	19.66
Black Households with Income \$150,000 to \$199,999	39,148	49,067	59,513	25.34	21.29
Black Households with Income \$200,000 and Over	27,835	47,225	64,692	69.66	36.99

Asian Households by Income

Asian Households with Income Less than \$25,000	20,840	19,967	15,888	-4.19	-20.43
Asian Households with Income \$25,000 to \$49,999	29,915	28,086	20,194	-6.11	-28.10
Asian Households with Income \$50,000 to \$74,999	31,584	30,835	24,389	-2.37	-20.90
Asian Households with Income \$75,000 to \$99,999	26,709	28,028	30,091	4.94	7.36
Asian Households with Income \$100,000 to \$124,999	17,771	20,896	33,324	17.58	59.48
Asian Households with Income \$125,000 to \$149,999	14,402	16,421	24,230	14.02	47.55
Asian Households with Income \$150,000 to \$199,999	16,059	20,214	20,966	25.87	3.72
Asian Households with Income \$200,000 and Over	8,762	16,605	36,108	89.51	117.45

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	387	377	251	-2.58	-33.42
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	675	638	441	-5.48	-30.88
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	1,834	1,761	627	-3.98	-64.40
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	2,263	2,347	1,185	3.71	-49.51
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	978	1,180	2,996	20.65	153.90
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	591	160	1,502	-72.93	838.75
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	304	797	1,251	162.17	56.96
American Indian and Alaska Native Households with Income \$200,000 and Over	170	219	705	28.82	221.92

Other Race Households by Income

Other Race Households with Income Less than \$25,000	8,430	7,802	5,109	-7.45	-34.52
Other Race Households with Income \$25,000 to \$49,999	17,987	16,233	10,458	-9.75	-35.58
Other Race Households with Income \$50,000 to \$74,999	16,444	15,681	12,749	-4.64	-18.70
Other Race Households with Income \$75,000 to \$99,999	12,547	12,195	12,442	-2.81	2.03
Other Race Households with Income \$100,000 to \$124,999	8,298	8,785	10,477	5.87	19.26
Other Race Households with Income \$125,000 to \$149,999	4,870	5,438	7,540	11.66	38.65

Other Race Households with Income \$150,000 to \$199,999	5,340	5,565	6,667	4.21	19.80
Other Race Households with Income \$200,000 and Over	3,620	5,034	8,686	39.06	72.55

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	4,854	4,068	4,210	-16.19	3.49
Two or More Races Households with Income \$25,000 to \$49,999	6,037	5,129	5,039	-15.04	-1.75
Two or More Races Households with Income \$50,000 to \$74,999	7,075	6,142	5,470	-13.19	-10.94
Two or More Races Households with Income \$75,000 to \$99,999	7,259	6,566	6,538	-9.55	-0.43
Two or More Races Households with Income \$100,000 to \$124,999	6,141	7,373	11,788	20.06	59.88
Two or More Races Households with Income \$125,000 to \$149,999	5,455	6,668	10,924	22.24	63.83
Two or More Races Households with Income \$150,000 to \$199,999	5,686	8,036	10,553	41.33	31.32
Two or More Races Households with Income \$200,000 and Over	8,411	15,816	24,105	88.04	52.41

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	23,345	19,546	23,264	-16.27	19.02
Hispanic Households with Income \$25,000 to \$49,999	43,411	35,270	42,927	-18.75	21.71
Hispanic Households with Income \$50,000 to \$74,999	40,674	38,866	47,091	-4.45	21.16
Hispanic Households with Income \$75,000 to \$99,999	29,033	32,907	38,487	13.34	16.96
Hispanic Households with Income \$100,000 to \$124,999	19,576	24,913	28,807	27.26	15.63
Hispanic Households with Income \$125,000 to \$149,999	13,211	18,535	20,563	40.30	10.94
Hispanic Households with Income \$150,000 to \$199,999	13,441	18,908	22,359	40.67	18.25
Hispanic Households with Income \$200,000 and Over	10,721	22,188	24,761	106.96	11.60

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	86,090	82,928	59,885	-3.67	-27.79
White Non-Hispanic Households with Income \$25,000 to \$49,999	129,464	123,426	83,026	-4.66	-32.73
White Non-Hispanic Households with Income \$50,000 to \$74,999	157,870	151,334	107,394	-4.14	-29.04
White Non-Hispanic Households with Income \$75,000 to \$99,999	154,560	149,254	115,139	-3.43	-22.86
White Non-Hispanic Households with Income \$100,000 to \$124,999	140,508	137,089	116,038	-2.43	-15.36
White Non-Hispanic Households with Income \$125,000 to \$149,999	115,338	114,297	114,689	-0.90	0.34
White Non-Hispanic Households with Income \$150,000 to \$199,999	158,581	158,511	166,480	-0.04	5.03
White Non-Hispanic Households with Income \$200,000 and Over	210,932	223,746	359,013	6.07	60.46

Footnotes:

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

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

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

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

All estimates are as of 1/1/2013 unless otherwise stated.

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EASI Dominant Profiles

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

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