



## The NAIS Demographic Center 2013 Local Area Reports

CBSA : Dallas-Fort Worth-Arlington, TX

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 917,158 to 948,556 (3.42 percent) in the CBSA of **Dallas-Fort Worth-Arlington, TX**. This number is expected to increase by 0.16 percent during the next five years, totaling 950,117 in 2018.
- The *School Age Population* group is expected to increase in 2018. Compared to the 2010-2013 increase of 4.44 percent, the population of children *Age 0 to 17 Years* is projected to increase by 4.58 percent from 1,865,144 in 2013 to 1,950,626 in 2018.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 4.85 percent from 912,776 in 2013 to 957,003 in 2018, while the *Male Population Age 0 to 17 Years* group will increase by 4.33 percent from 952,368 in 2013 to 993,623 in 2018.

#### Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 5.22 percent from 260,119 in 2013 to 273,698 in 2018, and increase by 6.41 percent for boys in the same age group from 273,967 in 2013 to 291,527 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	263,214	266,143	1.11	254,570	262,841	3.25
Age 5 to 9 Years	273,967	291,527	6.41	260,119	273,698	5.22
Age 10 to 13 Years	210,614	223,925	6.32	202,683	216,725	6.93
Age 14 to 17 Years	204,573	212,028	3.64	195,404	203,739	4.27

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 4.31 percent and 5.61 percent, respectively, between 2013 and 2018, while *Nursery or Preschool* is expected to increase by 4.83 percent from 118,023 in 2013 to 123,721 in 2018. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 5.94 percent and increase 3.75 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	118,023	123,721	4.83	59,997	62,247	3.75	58,026	61,474	5.94
Kindergarten	108,514	113,186	4.31	55,864	58,378	4.88	52,650	54,808	3.70
Grades 1 to 4	413,239	436,411	5.61	211,977	225,088	6.19	201,262	211,323	5.00
Grades 5 to 8	405,246	442,977	9.31	206,511	225,108	9.01	198,735	217,869	9.63
Grades 9 to 12	375,771	382,155	1.70	192,193	194,887	1.40	183,578	187,268	2.01

#### Enrollment in Private Schools

- The population enrolled in private schools decreased by **-1.49** percent during the years 2010-2013; and is expected to decrease by **-4.67** percent in 2018 from 150,144 in 2013 to 143,132 in 2018. While total public school enrollment increased 5.31 percent during the years 2010-2013, it will increase by 6.66 percent between 2013 and 2018.
- During 2010-2013, male preprimary enrollment in private schools increased by 0.80 percent and female preprimary enrollment by 1.73 percent. During 2013-2018, male preprimary enrollment in private schools is anticipated to decrease by **-2.23** percent from 28,100 in 2013 to 27,474 in 2018; while female preprimary enrollment is expected to decrease by **-0.16** percent from 27,177 in 2013 to 27,133 in 2018. Further, the anticipated changes in male and female enrollment rates for elementary and high school are **-6.65** percent and **-6.72** percent, respectively.

#### Population by Race and Ethnicity

- The African American population increased by 8.16 percent between 2010-2013; the population of Hispanics increased by 11.20 percent; the Asian population increased by 13.97 percent; the American Indian and Alaska Native population increased by 9.31 percent. The Other Race population decreased by **-3.87** percent; and the population of Two or More Races increased by 16.63 percent; and the White population increased by 4.24 percent during the years 2010-2013.
- While the White population represents 65.14 percent of the total population, it is expected to increase from 4,389,807 in 2013 to 4,549,845 in 2018 (3.65 percent). All other racial/ethnic groups are predicted to vary between 2013 and 2018, especially the Hispanic population, which will increase from 1,955,705 in 2013 to 2,334,364 in 2018 (19.36 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 21,100 in 2013 to 26,993 in 2018 (27.93 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	30,453	31,546	3.59	20,572	26,526	28.94	21,100	26,993	27.93	13,163	21,618	64.23	9,728	16,184	66.37
Aged 5-9	31,412	33,707	7.31	21,219	28,343	33.57	21,764	28,842	32.52	13,578	23,099	70.12	10,034	17,293	72.34
Aged 10-13	24,308	26,278	8.10	16,420	22,096	34.57	16,842	22,485	33.51	10,507	18,008	71.39	7,765	13,482	73.63

Aged 14-17	23,524	24,794	5.40	15,891	20,849	31.20	16,299	21,216	30.17	10,168	16,991	67.10	7,514	12,721	69.30
------------	--------	--------	------	--------	--------	-------	--------	--------	-------	--------	--------	-------	-------	--------	-------

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 5,834 in 2013 to 9,110 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	27,977	35,597	27.24	11,914	21,462	80.14	2,505	4,107	63.95	11,822	16,054	35.80	6,857	10,689	-9.58
Income \$125,000 to \$149,999	17,374	22,195	27.75	8,438	14,961	77.31	470	2,865	509.57	5,834	9,110	56.15	4,837	7,699	59.17
Income \$150,000 to \$199,999	14,427	18,959	31.41	8,660	10,307	19.02	1,737	2,418	39.21	4,212	6,001	42.47	5,416	7,160	32.20
Income \$200,000 and Over	9,085	13,591	49.60	6,076	14,266	134.79	333	1,446	334.23	3,697	5,687	53.83	7,499	11,928	59.06

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 13,712 in 2013 to 17,077 in 2018 (24.54 percent).

	HISPANIC HOUSEHOLDS		
	2013	2018	% Growth (2013-2018)
Income \$100,000 to \$124,999	38,703	47,459	22.62
Income \$125,000 to \$149,999	22,014	26,728	21.41
Income \$150,000 to \$199,999	15,272	18,800	23.10
Income \$200,000 and Over	13,712	17,077	24.54

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 11.30 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 45,375 in 2013 to 47,213 in 2018 (4.05 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2013	2018	% Growth (2010-2013)	% Growth (2013-2018)
Less than \$250,000	1,132,408	1,161,049	1,146,951	2.53	-1.21
\$250,000-\$299,999	91,130	101,430	114,093	11.30	12.48
\$300,000-\$399,999	97,428	105,253	112,297	8.03	6.69
\$400,000-\$499,999	42,655	45,375	47,213	6.38	4.05
\$500,000-\$749,999	37,877	38,579	37,609	1.85	-2.51
\$750,000-\$999,999	13,063	13,587	13,741	4.01	1.13
More than \$1,000,000	17,329	18,624	20,452	7.47	9.82

#### Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Dallas-Fort Worth-Arlington, TX** increased 6.13 percent, from 860,721 in 2010 to 913,507 in 2013. This number is expected to increase by 7.13 percent through 2018. For people older than 25 years of age who hold graduate degrees, their numbers increased from 409,049 in 2010 to 439,268 in 2013 (7.39 percent), and it is forecasted this population will increase an additional 9.93 percent by the year 2018.

## Strategic Considerations for Schools

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

### General Considerations

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

### Responding to School-Age Population Changes

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

### Responding to Racial/Ethnic Changes

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

### Responding to Household Income Changes

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

### Financial Considerations

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

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

## Resources That Can Help

1. **Trends** — To stay abreast of changing trends, in addition to the NAIS Demographic Center, school administrators can check the following website: [www.hermangroup.com](http://www.hermangroup.com). Also, the *NAIS Opinion Leaders' Survey* (free to browse at [www.nais.org](http://www.nais.org) or buy in bulk to share) identifies what demographic, social, economic, political, scientific, and technological trends opinion leaders in education, business, and the media believe will have the greatest impact on independent education in the future. This report also suggests actions that schools should consider now to successfully manage these important trends.
2. **Benchmarking** — To gather data and conduct benchmark analysis, schools can participate in the StatsOnline<sup>[2]</sup> annual survey ([www.nais.org/go/statsonline](http://www.nais.org/go/statsonline)). StatsOnline collects data on admissions, annual giving, financial aid, financial operations, salaries, schools, students, staff, and tuition. Available tools include:
  - ✓ **Benchmarking tools** to create custom groups and reports based upon any of the survey variables.
  - ✓ **Financing Schools Calculator** to project budgets based on various preferred and possible scenarios to see the impact on the "bottom line" of changes in some of the variables.
  - ✓ **Executive Compensation Reports** that you can provide to your board or compensation committee so they can either authorize or perform a comparative compensation study (of salary, other forms of compensation, and benefits) and create a documented "rebuttable presumption" of the reasonableness of the compensation (available only to heads and business managers).
3. **Market Research** — The report, [Marketing Independent Schools to Generation X and Minority Parents](#), provides information on the factors that are relevant to families of color and Generation X parents when selecting schools for their children. It also gives specific advice on which messages to consider when reaching out to particular groups of families. In addition, the [NAIS Public Opinion Poll](#) provides information on characteristics the American public associates with a quality education and their perceptions of independent schools. The members-only version of the report also includes implications and recommendations for ways schools can communicate with constituents about the value of independent education.
4. **Advocacy and Marketing** — NAIS has created several resources to help you communicate with important constituents like prospective students and families, prospective teachers, the media, and policymakers. They can help you explain the value of independent education and of your school:
  - ✓ [Values Added: The Lifelong Returns of an Independent School Education](#).
  - ✓ [Admission and Marketing Tools](#) (brochures, ad templates, video clips, etc).
  - ✓ [Communications Handbook](#) (Independent School Advocacy Initiative).
  - ✓ [NAIS Parent Guide](#) (information about admission and financial aid designed for parents [www.nais.org/go/parents](http://www.nais.org/go/parents)).
5. **Financial Sustainability** — NAIS believes that schools need to work toward financial sustainability by becoming more efficient and strategic financially to ensure long-term viability. As part of NAIS's Sustainability Initiative, we have assembled below articles, presentations, and reports on admission-marketing, development, leadership, communications, and finance topics, all related to financial sustainability.
  - ✓ [Parents Views on Independent Schools under the Current Economic Situation](#).
  - ✓ [Demography and the Economy](#)
  - ✓ [AdmissionQuest's podcast: Exploring School Sustainability Directions & Ideas with Patrick Bassett](#)
  - ✓ [Admission Trends, Families, and the School Search](#)
  - ✓ [Enrollment Dilemmas, Part I](#) and [Part II](#)
  - ✓ [Sticky Messages](#)
  - ✓ [Net Tuition Revenue Management: The Why, When, and How, Financially Sustainable Schools – Leadership Series: No. 12](#)
  - ✓ [Enrollment and Marketing Considerations in a Tight Financial Market](#)

[1] — The 2006 NAIS Non-Tuition Survey presents alternative sources of revenue to tuitions, annual/capital giving, and investments that many schools have in place to achieve the balance between costs and income. <http://www.nais.org/Series/Pages/NAIS-2006-Non-Tuition-Revenue-Study.aspx>.

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

# EASI NAIS Detailed Trend Report & Analysis - 2013

CBSA Name: Dallas-Fort Worth-Arlington, TX

CBSA Code: 19100

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

State Name: Texas

Dominant Profile: Very Asian

					% Growth	% Growth Forecast
	Description	2010	2013	2018 (2010-2013)		(2013-2018)
Total Population and Households						
	Population	6,426,214	6,739,418	7,115,394	4.87	5.58
	Households	2,320,283	2,429,834	2,501,832	4.72	2.96
Households with School Age Population						
	Households with Children Age 0 to 17 Years	917,158	948,556	950,117	3.42	0.16
	Percent of Households with Children Age 0 to 17 Years	39.53	39.04	37.98	-1.24	-2.72
School Age Population						
	Population Age 0 to 17 Years	1,785,825	1,865,144	1,950,626	4.44	4.58
	Population Age 0 to 4 Years	500,051	517,784	528,984	3.55	2.16
	Population Age 5 to 9 Years	507,771	534,086	565,225	5.18	5.83
	Population Age 10 to 13 Years	392,254	413,297	440,650	5.36	6.62
	Population Age 14 to 17 Years	385,749	399,977	415,767	3.69	3.95
School Age Population by Gender						
	Male Population Age 0 to 17 Years	912,681	952,368	993,623	4.35	4.33
	Female Population Age 0 to 17 Years	873,144	912,776	957,003	4.54	4.85
Male School Age Population by Age						
	Male Population Age 0 to 4 Years	255,345	263,214	266,143	3.08	1.11
	Male Population Age 5 to 9 Years	259,307	273,967	291,527	5.65	6.41
	Male Population Age 10 to 13 Years	200,295	210,614	223,925	5.15	6.32
	Male Population Age 14 to 17 Years	197,734	204,573	212,028	3.46	3.64
Female School Age Population by Age						
	Female Population Age 0 to 4 Years	244,706	254,570	262,841	4.03	3.25
	Female Population Age 5 to 9 Years	248,464	260,119	273,698	4.69	5.22
	Female Population Age 10 to 13 Years	191,959	202,683	216,725	5.59	6.93
	Female Population Age 14 to 17 Years	188,015	195,404	203,739	3.93	4.27
Population in School						
	Nursery or Preschool	113,725	118,023	123,721	3.78	4.83
	Kindergarten	104,937	108,514	113,186	3.41	4.31
	Grades 1 to 4	394,748	413,239	436,411	4.68	5.61
	Grades 5 to 8	379,318	405,246	442,977	6.84	9.31
	Grades 9 to 12	366,258	375,771	382,155	2.60	1.70
Population in School by Gender						
	Male Enrolled in School	694,682	726,341	765,708	4.56	5.42
	Female Enrolled in School	664,304	694,452	732,742	4.54	5.51
Male Population in School by Grade						
	Male Nursery or Preschool	58,072	59,997	62,247	3.31	3.75
	Male Kindergarten	53,589	55,664	58,378	3.87	4.88
	Male Grades 1 to 4	201,589	211,977	225,088	5.15	6.19
	Male Grades 5 to 8	193,690	206,511	225,108	6.62	9.01
	Male Grades 9 to 12	187,743	192,193	194,887	2.37	1.40
Female Population in School by Grade						
	Female Nursery or Preschool	55,653	58,026	61,474	4.26	5.94
	Female Kindergarten	51,348	52,850	54,808	2.93	3.70
	Female Grades 1 to 4	193,159	201,262	211,323	4.19	5.00
	Female Grades 5 to 8	185,628	198,735	217,869	7.06	9.63
	Female Grades 9 to 12	178,515	183,578	187,268	2.84	2.01
Population in School						
	Education, Total Enrollment (Pop 3+)	1,358,986	1,420,793	1,498,450	4.55	5.47
	Education, Not Enrolled in School (Pop 3+)	4,349,395	4,552,701	4,777,075	4.67	4.93
Population in Public vs Private School						
	Education, Enrolled Private Schools (Pop 3+)	152,422	150,144	143,132	-1.49	-4.67
	Education, Enrolled Private Preprimary (Pop 3+)	54,591	55,277	54,607	1.26	-1.21
	Education, Enrolled Private Elementary or High School (Pop 3+)	97,831	94,867	88,525	-3.03	-6.69
	Education, Enrolled Public Schools (Pop 3+)	1,206,564	1,270,649	1,355,318	5.31	6.66

Education, Enrolled Public Preprimary (Pop 3+)	59,134	62,746	69,114	6.11	10.15
Education, Enrolled Public Elementary or High School (Pop 3+)	1,147,430	1,207,903	1,286,204	5.27	6.48

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

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

Male Education, Enrolled Private Schools (Pop 3+)	77,887	76,629	72,777	-1.62	-5.03
Male Education, Enrolled Private Preprimary (Pop 3+)	27,876	28,100	27,474	0.80	-2.23
Male Education, Enrolled Private Elementary or High School (Pop 3+)	50,010	48,529	45,303	-2.96	-6.65
Male Education, Enrolled Public Schools (Pop 3+)	616,796	649,712	692,931	5.34	6.65
Male Education, Enrolled Public Preprimary (Pop 3+)	30,196	31,897	34,773	5.63	9.02
Male Education, Enrolled Public Elementary or High School (Pop 3+)	586,600	617,815	658,158	5.32	6.53

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

Female Education, Enrolled Private Schools (Pop 3+)	74,535	73,515	70,355	-1.37	-4.30
Female Education, Enrolled Private Preprimary (Pop 3+)	26,715	27,177	27,133	1.73	-0.16
Female Education, Enrolled Private Elementary or High School (Pop 3+)	47,821	46,338	43,222	-3.10	-6.72
Female Education, Enrolled Public Schools (Pop 3+)	589,768	620,937	662,387	5.28	6.68
Female Education, Enrolled Public Preprimary (Pop 3+)	28,938	30,849	34,341	6.60	11.32
Female Education, Enrolled Public Elementary or High School (Pop 3+)	560,830	590,088	628,046	5.22	6.43

#### Population by Race

White Population, Alone	4,211,417	4,389,807	4,549,845	4.24	3.65
Black Population, Alone	961,800	1,040,243	1,162,056	8.16	11.71
Asian Population, Alone	348,065	396,699	482,108	13.97	21.53
American Indian and Alaska Native Population, Alone	43,749	47,824	55,237	9.31	15.50
Other Race Population, Alone	680,589	654,227	596,658	-3.87	-8.80
Two or More Races Population	180,594	210,618	269,490	16.63	27.95

#### Population by Ethnicity

Hispanic Population	1,758,738	1,955,705	2,334,364	11.20	19.36
White Non-Hispanic Population	3,248,509	3,224,353	3,118,934	-0.74	-3.27

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

Percent of White Population, Alone	65.53	65.14	63.94	-0.60	-1.84
Percent of Black Population, Alone	14.97	15.44	16.33	3.14	5.76
Percent of Asian Population, Alone	5.42	5.89	6.78	8.67	15.11
Percent of American Indian and Alaska Native Population, Alone	0.68	0.71	0.78	4.41	9.86
Percent of Other Race Population, Alone	10.59	9.71	8.39	-8.31	-13.59
Percent of Two or More Races Population, Alone	2.81	3.13	3.79	11.39	21.09

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

Percent of Hispanic Population	27.37	29.02	32.81	6.03	13.06
Percent of White Non-Hispanic Population	50.55	47.84	43.83	-5.36	-8.38

#### Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	860,721	913,507	978,656	6.13	7.13
Education Attainment, Master's Degree (Pop 25+)	304,649	330,872	369,957	8.61	11.81
Education Attainment, Professional Degree (Pop 25+)	65,355	65,776	64,649	0.64	-1.71
Education Attainment, Doctorate Degree (Pop 25+)	39,045	42,620	48,260	9.16	13.23

#### Household Income

Household Income, Median (\$)	61,466	64,557	80,655	5.03	24.94
Household Income, Average (\$)	83,610	86,121	109,281	3.00	26.89

#### Households by Income

Households with Income Less than \$25,000	428,451	422,021	335,955	-1.50	-20.39
Households with Income \$25,000 to \$49,999	535,525	537,078	444,539	0.29	-17.23
Households with Income \$50,000 to \$74,999	427,700	439,353	392,875	2.72	-10.58
Households with Income \$75,000 to \$99,999	303,402	324,619	342,845	6.99	5.61
Households with Income \$100,000 to \$124,999	213,248	233,940	273,472	9.70	16.90
Households with Income \$125,000 to \$149,999	136,291	152,491	214,072	11.89	40.38
Households with Income \$150,000 to \$199,999	135,287	154,464	208,887	14.18	35.23
Households with Income \$200,000 and Over	140,379	165,868	289,187	18.16	74.35

#### Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	28,618	30,453	31,546	6.41	3.59
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	29,060	31,412	33,707	8.09	7.31
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	22,449	24,308	26,278	8.28	8.10
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	22,077	23,524	24,794	6.55	5.40
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	18,855	20,572	26,526	9.11	28.94
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	19,146	21,219	28,343	10.83	33.57
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	14,790	16,420	22,096	11.02	34.57
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	14,545	15,891	20,849	9.25	31.20
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	18,935	21,100	26,993	11.43	27.93
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	19,228	21,764	28,842	13.19	32.52

Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	14,853	16,842	22,485	13.39	33.51
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	14,607	16,299	21,216	11.58	30.17
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	11,382	13,163	21,618	15.65	64.23
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	11,558	13,578	23,099	17.48	70.12
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	8,928	10,507	18,008	17.69	71.39
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	8,780	10,168	16,991	15.81	67.10
Families with one or more children aged 0-4 and Income \$350,000 and over	8,444	9,728	16,184	15.21	66.37
Families with one or more children aged 5-9 and Income \$350,000 and over	8,574	10,034	17,293	17.03	72.34
Families with one or more children aged 10-13 and Income \$350,000 and over	6,623	7,765	13,482	17.24	73.63
Families with one or more children aged 14-17 and Income \$350,000 and over	6,514	7,514	12,721	15.35	69.30

#### Households by Home Value

Housing, Owner Households Valued Less than \$250,000	1,132,408	1,161,049	1,146,951	2.53	-1.21
Housing, Owner Households Valued \$250,000-\$299,999	91,130	101,430	114,093	11.30	12.48
Housing, Owner Households Valued \$300,000-\$399,999	97,428	105,253	112,297	8.03	6.69
Housing, Owner Households Valued \$400,000-\$499,999	42,655	45,375	47,213	6.38	4.05
Housing, Owner Households Valued \$500,000-\$749,999	37,877	38,579	37,609	1.85	-2.51
Housing, Owner Households Valued \$750,000-\$999,999	13,063	13,587	13,741	4.01	1.13
Housing, Owner Households Valued More than \$1,000,000	17,329	18,624	20,452	7.47	9.82

#### Households by Length of Residence

Length of Residence Less than 2 Years	397,728	455,667	540,124	14.57	18.53
Length of Residence 3 to 5 Years	596,592	683,501	810,186	14.57	18.53
Length of Residence 6 to 10 Years	813,981	792,521	712,795	-2.64	-10.06
Length of Residence More than 10 Years	511,982	498,145	438,727	-2.70	-11.93

#### Households by Race and Income

##### White Households by Income

White Households with Income Less than \$25,000	241,953	244,370	172,768	1.00	-29.30
White Households with Income \$25,000 to \$49,999	340,118	345,045	262,199	1.45	-24.01
White Households with Income \$50,000 to \$74,999	294,829	301,355	250,887	2.21	-16.75
White Households with Income \$75,000 to \$99,999	221,541	229,447	228,066	3.57	-0.60
White Households with Income \$100,000 to \$124,999	165,767	172,865	185,563	4.28	7.35
White Households with Income \$125,000 to \$149,999	108,408	115,538	157,242	6.58	36.10
White Households with Income \$150,000 to \$199,999	112,256	120,012	164,042	6.91	36.69
White Households with Income \$200,000 and Over	126,527	139,178	242,269	10.00	74.07

##### Black Households by Income

Black Households with Income Less than \$25,000	112,577	109,883	114,385	-2.39	4.10
Black Households with Income \$25,000 to \$49,999	101,014	102,706	109,679	1.68	6.79
Black Households with Income \$50,000 to \$74,999	64,962	70,171	78,949	8.02	12.51
Black Households with Income \$75,000 to \$99,999	37,108	46,406	55,509	25.06	19.62
Black Households with Income \$100,000 to \$124,999	21,239	27,977	35,597	31.72	27.24
Black Households with Income \$125,000 to \$149,999	11,967	17,374	22,195	45.18	27.75
Black Households with Income \$150,000 to \$199,999	9,172	14,427	18,959	57.29	31.41
Black Households with Income \$200,000 and Over	4,478	9,085	13,591	102.88	49.60

##### Asian Households by Income

Asian Households with Income Less than \$25,000	22,772	22,994	19,412	0.97	-15.58
Asian Households with Income \$25,000 to \$49,999	25,111	25,757	22,826	2.57	-11.38
Asian Households with Income \$50,000 to \$74,999	21,989	23,368	22,379	6.27	-4.23
Asian Households with Income \$75,000 to \$99,999	15,044	17,984	24,676	19.54	37.21
Asian Households with Income \$100,000 to \$124,999	9,428	11,914	21,462	26.37	80.14
Asian Households with Income \$125,000 to \$149,999	6,061	8,438	14,961	39.22	77.31
Asian Households with Income \$150,000 to \$199,999	6,248	8,660	10,307	38.60	19.02
Asian Households with Income \$200,000 and Over	2,863	6,076	14,266	112.22	134.79

##### American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	1,470	1,421	862	-3.33	-39.34
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	2,502	2,418	2,070	-3.36	-14.39
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	3,132	3,105	1,938	-0.86	-37.58
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	3,151	3,240	2,264	2.82	-30.12
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	1,963	2,505	4,107	27.61	63.95
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	1,322	470	2,865	-64.45	509.57
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	643	1,737	2,418	170.14	39.21
American Indian and Alaska Native Households with Income \$200,000 and Over	234	333	1,446	42.31	334.23

##### Other Race Households by Income

Other Race Households with Income Less than \$25,000	42,000	37,140	22,443	-11.57	-39.57
Other Race Households with Income \$25,000 to \$49,999	58,202	53,509	40,111	-8.06	-25.04
Other Race Households with Income \$50,000 to \$74,999	34,918	33,809	31,429	-3.18	-7.04
Other Race Households with Income \$75,000 to \$99,999	20,134	20,608	23,920	2.35	16.07
Other Race Households with Income \$100,000 to \$124,999	10,242	11,822	16,054	15.43	35.80
Other Race Households with Income \$125,000 to \$149,999	4,624	5,834	9,110	26.17	56.15

Other Race Households with Income \$150,000 to \$199,999	3,656	4,212	6,001	15.21	42.47
Other Race Households with Income \$200,000 and Over	2,783	3,697	5,687	32.84	53.83

#### Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	7,679	6,213	6,085	-19.09	-2.06
Two or More Races Households with Income \$25,000 to \$49,999	8,578	7,643	7,654	-10.90	0.14
Two or More Races Households with Income \$50,000 to \$74,999	7,870	7,545	7,293	-4.13	-3.34
Two or More Races Households with Income \$75,000 to \$99,999	6,424	6,934	8,410	7.94	21.29
Two or More Races Households with Income \$100,000 to \$124,999	4,609	6,857	10,689	48.77	55.88
Two or More Races Households with Income \$125,000 to \$149,999	3,909	4,837	7,699	23.74	59.17
Two or More Races Households with Income \$150,000 to \$199,999	3,312	5,416	7,160	63.53	32.20
Two or More Races Households with Income \$200,000 and Over	3,494	7,499	11,928	114.63	59.06

#### Households by Ethnicity and Income

##### Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	118,060	98,213	116,378	-16.81	18.50
Hispanic Households with Income \$25,000 to \$49,999	153,504	150,567	180,503	-1.91	19.88
Hispanic Households with Income \$50,000 to \$74,999	89,006	101,453	124,056	13.98	22.28
Hispanic Households with Income \$75,000 to \$99,999	45,324	66,608	82,350	46.96	23.63
Hispanic Households with Income \$100,000 to \$124,999	23,256	38,703	47,459	66.42	22.62
Hispanic Households with Income \$125,000 to \$149,999	10,481	22,014	26,728	110.04	21.41
Hispanic Households with Income \$150,000 to \$199,999	8,787	15,272	18,800	73.80	23.10
Hispanic Households with Income \$200,000 and Over	6,272	13,712	17,077	118.62	24.54

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

White Non-Hispanic Households with Income Less than \$25,000	183,445	173,929	118,835	-5.19	-31.68
White Non-Hispanic Households with Income \$25,000 to \$49,999	264,387	251,347	175,895	-4.93	-30.02
White Non-Hispanic Households with Income \$50,000 to \$74,999	251,018	241,267	185,451	-3.88	-23.13
White Non-Hispanic Households with Income \$75,000 to \$99,999	195,489	191,469	176,322	-2.06	-7.91
White Non-Hispanic Households with Income \$100,000 to \$124,999	150,011	149,043	148,909	-0.65	-0.09
White Non-Hispanic Households with Income \$125,000 to \$149,999	98,015	100,368	131,249	2.40	30.77
White Non-Hispanic Households with Income \$150,000 to \$199,999	103,054	106,261	138,278	3.11	30.13
White Non-Hispanic Households with Income \$200,000 and Over	114,986	123,745	209,222	7.62	69.08

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