



## The NAIS Demographic Center 2013 Local Area Reports

CBSA : Detroit-Warren-Dearborn, MI

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

The data presented in this report are obtained from the NAIS Detailed Trend Report & Analysis – 2013. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).

### Key Findings

#### School Age Population

- During 2010-2013, the number of households with children *Age 0 to 17 Years* shrank from 550,052 to 526,740 (-4.24 percent) in the CBSA of **Detroit-Warren-Dearborn, MI**. This number is expected to decrease by -1.29 percent during the next five years, totaling 519,971 in 2018.
- The *School Age Population* group is expected to decrease in 2018. Compared to the 2010-2013 decrease of -3.33 percent, the population of children *Age 0 to 17 Years* is projected to decrease by -4.74 percent from 1,008,990 in 2013 to 961,172 in 2018.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -5.20 percent from 491,527 in 2013 to 465,972 in 2018, while the *Male Population Age 0 to 17 Years* group will decrease by -4.30 percent from 517,463 in 2013 to 495,200 in 2018.

#### Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by -5.25 percent from 133,386 in 2013 to 126,377 in 2018, and decrease by -1.39 percent for boys in the same age group from 142,947 in 2013 to 140,958 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	127,514	121,455	-4.75	121,991	113,991	-6.56
Age 5 to 9 Years	142,947	140,958	-1.39	133,386	126,377	-5.25
Age 10 to 13 Years	119,026	109,862	-7.70	116,148	111,417	-3.24
Age 14 to 17 Years	127,976	122,925	-3.95	121,002	114,187	-5.63

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 4.51 percent and -2.15 percent, respectively, between 2013 and 2018, while *Nursery or Preschool* is expected to increase by 2.85 percent from 65,416 in 2013 to 67,278 in 2018. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 1.84 percent and increase 3.81 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	65,416	67,278	2.85	33,432	34,705	3.81	31,984	32,573	1.84
Kindergarten	54,636	57,100	4.51	28,263	30,107	6.52	26,373	26,993	2.35
Grades 1 to 4	216,716	212,054	-2.15	112,107	111,810	-0.26	104,609	100,244	-4.17
Grades 5 to 8	225,935	218,564	-3.26	114,838	108,514	-5.51	111,097	110,050	-0.94
Grades 9 to 12	254,231	241,889	-4.85	130,676	125,402	-4.04	123,555	116,487	-5.72

#### Enrollment in Private Schools

- The population enrolled in private schools decreased by -2.12 percent during the years 2010-2013; and is expected to increase by 1.20 percent in 2018 from 98,789 in 2013 to 99,973 in 2018. While total public school enrollment decreased -3.07 percent during the years 2010-2013, it will decrease by -2.96 percent between 2013 and 2018.
- During 2010-2013, male preprimary enrollment in private schools decreased by -4.65 percent and female preprimary enrollment by -5.32 percent. During 2013-2018, male preprimary enrollment in private schools is anticipated to decrease by -3.34 percent from 11,301 in 2013 to 10,924 in 2018; while female preprimary enrollment is expected to decrease by -5.17 percent from 10,812 in 2013 to 10,253 in 2018. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 3.41 percent and 2.08 percent, respectively.

#### Population by Race and Ethnicity

- The African American population increased by 1.76 percent between 2010-2013; the population of Hispanics increased by 5.78 percent; the Asian population increased by 7.01 percent; the American Indian and Alaska Native population increased by 7.04 percent. The Other Race population decreased by -4.73 percent; and the population of Two or More Races increased by 20.19 percent; and the White population decreased by -1.31 percent during the years 2010-2013.
- While the White population represents 69.09 percent of the total population, it is expected to decrease from 2,971,874 in 2013 to 2,932,077 in 2018 (-1.34 percent). All other racial/ethnic groups are predicted to vary between 2013 and 2018, especially the Hispanic population, which will increase from 177,771 in 2013 to 197,195 in 2018 (10.93 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 9,751 in 2013 to 13,372 in 2018 (37.13 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	14,960	16,161	8.03	9,891	12,981	31.24	9,751	13,372	37.13	4,977	8,947	79.77	3,745	6,970	86.11
Aged 5-9	16,569	18,350	10.75	10,955	14,739	34.54	10,800	15,183	40.58	5,513	10,159	84.27	4,148	7,914	90.79
Aged 10-13	14,041	15,189	8.18	9,284	12,200	31.41	9,152	12,567	37.31	4,672	8,408	79.97	3,515	6,550	86.34

Aged 14-17	14,929	16,276	9.02	9,870	13,073	32.45	9,731	13,466	38.38	4,967	9,010	81.40	3,737	7,019	87.82
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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 292.16 percent, from 306 in 2013 to 1,200 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	20,735	27,872	34.42	4,513	8,790	94.77	741	2,971	300.94	1,212	2,747	126.65	3,911	5,231	331.60
Income \$125,000 to \$149,999	12,155	15,967	31.36	3,754	5,371	43.07	57	1,265	2,119.30	306	1,200	292.16	2,890	4,893	69.31
Income \$150,000 to \$199,999	10,187	13,938	36.82	4,248	5,370	26.41	380	893	135.00	601	334	-44.43	2,649	5,420	104.61
Income \$200,000 and Over	7,372	11,215	52.13	3,055	6,671	118.36	42	255	507.14	335	902	169.25	3,201	6,726	110.12

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 2,099 in 2013 to 2,196 in 2018 (4.62 percent).

	HISPANIC HOUSEHOLDS		
	2013	2018	% Growth (2013-2018)
Income \$100,000 to \$124,999	4,544	4,478	-1.45
Income \$125,000 to \$149,999	2,881	2,786	-3.30
Income \$150,000 to \$199,999	2,320	2,452	5.69
Income \$200,000 and Over	2,099	2,196	4.62

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 decreased by -5.02 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 29,865 in 2013 to 27,483 in 2018 (-7.98 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2013	2018	% Growth (2010-2013)	% Growth (2013-2018)
Less than \$250,000	960,868	944,804	973,064	-1.67	2.99
\$250,000-\$299,999	77,801	73,898	69,296	-5.02	-6.23
\$300,000-\$399,999	81,551	76,495	70,064	-6.20	-8.41
\$400,000-\$499,999	31,763	29,865	27,483	-5.98	-7.98
\$500,000-\$749,999	26,036	24,608	22,848	-5.48	-7.15
\$750,000-\$999,999	6,974	6,658	6,228	-4.53	-6.46
More than \$1,000,000	8,409	8,090	7,881	-3.79	-2.58

#### Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Detroit-Warren-Dearborn, MI** increased 2.22 percent, from 482,959 in 2010 to 493,692 in 2013. This number is expected to increase by 5.48 percent through 2018. For people older than 25 years of age who hold graduate degrees, their numbers increased from 314,408 in 2010 to 330,940 in 2013 (5.26 percent), and it is forecasted this population will increase an additional 12.31 percent by the year 2018.

## Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Detroit-Warren-Dearborn, MI** 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: Detroit-Warren-Dearborn, MI

CBSA Code: 19820

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

State Name: Michigan

Dominant Profile: Unemployed Workers Profile

					% Growth	% Growth Forecast
	Description	2010	2013	2018 (2010-2013)		(2013-2018)
Total Population and Households						
	Population	4,296,250	4,301,739	4,406,800	0.13	2.44
	Households	1,682,111	1,682,049	1,791,488	-0.00	6.51
Households with School Age Population						
	Households with Children Age 0 to 17 Years	550,052	526,740	519,971	-4.24	-1.29
	Percent of Households with Children Age 0 to 17 Years	32.70	31.32	29.02	-4.22	-7.34
School Age Population						
	Population Age 0 to 17 Years	1,043,759	1,008,990	961,172	-3.33	-4.74
	Population Age 0 to 4 Years	259,583	249,505	235,446	-3.88	-5.63
	Population Age 5 to 9 Years	282,949	276,333	267,335	-2.34	-3.26
	Population Age 10 to 13 Years	242,690	234,174	221,278	-3.51	-5.51
	Population Age 14 to 17 Years	258,537	248,978	237,113	-3.70	-4.77
School Age Population by Gender						
	Male Population Age 0 to 17 Years	533,987	517,463	495,200	-3.09	-4.30
	Female Population Age 0 to 17 Years	509,772	491,527	465,972	-3.58	-5.20
Male School Age Population by Age						
	Male Population Age 0 to 4 Years	132,197	127,514	121,455	-3.54	-4.75
	Male Population Age 5 to 9 Years	144,750	142,947	140,958	-1.25	-1.39
	Male Population Age 10 to 13 Years	124,410	119,026	109,862	-4.33	-7.70
	Male Population Age 14 to 17 Years	132,630	127,976	122,925	-3.51	-3.95
Female School Age Population by Age						
	Female Population Age 0 to 4 Years	127,386	121,991	113,991	-4.24	-6.56
	Female Population Age 5 to 9 Years	138,199	133,386	126,377	-3.48	-5.25
	Female Population Age 10 to 13 Years	118,280	115,148	111,417	-2.65	-3.24
	Female Population Age 14 to 17 Years	125,907	121,002	114,187	-3.90	-5.63
Population in School						
	Nursery or Preschool	65,957	65,416	67,278	-0.82	2.85
	Kindergarten	54,945	54,636	57,100	-0.56	4.51
	Grades 1 to 4	222,397	216,716	212,054	-2.55	-2.15
	Grades 5 to 8	233,609	225,935	218,564	-3.28	-3.26
	Grades 9 to 12	264,880	254,231	241,889	-4.02	-4.85
Population in School by Gender						
	Male Enrolled in School	431,110	419,317	410,538	-2.74	-2.09
	Female Enrolled in School	410,678	397,617	386,347	-3.18	-2.83
Male Population in School by Grade						
	Male Nursery or Preschool	33,590	33,432	34,705	-0.47	3.81
	Male Kindergarten	28,109	28,263	30,107	0.55	6.52
	Male Grades 1 to 4	113,773	112,107	111,810	-1.46	-0.26
	Male Grades 5 to 8	119,755	114,838	108,514	-4.11	-5.51
	Male Grades 9 to 12	135,884	130,676	125,402	-3.83	-4.04
Female Population in School by Grade						
	Female Nursery or Preschool	32,367	31,984	32,573	-1.18	1.84
	Female Kindergarten	26,836	26,373	26,993	-1.73	2.35
	Female Grades 1 to 4	108,624	104,609	100,244	-3.70	-4.17
	Female Grades 5 to 8	113,854	111,097	110,050	-2.42	-0.94
	Female Grades 9 to 12	128,996	123,555	116,487	-4.22	-5.72
Population in School						
	Education, Total Enrollment (Pop 3+)	841,788	816,934	796,885	-2.95	-2.45
	Education, Not Enrolled in School (Pop 3+)	2,972,966	2,984,637	3,056,497	0.39	2.41
Population in Public vs Private School						
	Education, Enrolled Private Schools (Pop 3+)	100,929	98,789	99,973	-2.12	1.20
	Education, Enrolled Private Preprimary (Pop 3+)	23,272	22,113	21,177	-4.98	-4.23
	Education, Enrolled Private Elementary or High School (Pop 3+)	77,657	76,676	78,796	-1.26	2.76
	Education, Enrolled Public Schools (Pop 3+)	740,859	718,145	696,912	-3.07	-2.96

Education, Enrolled Public Preprimary (Pop 3+)	42,685	43,303	46,101	1.45	6.46
Education, Enrolled Public Elementary or High School (Pop 3+)	698,174	674,842	650,811	-3.34	-3.56

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

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

Male Education, Enrolled Private Schools (Pop 3+)	51,636	50,698	51,663	-1.82	1.90
Male Education, Enrolled Private Preprimary (Pop 3+)	11,852	11,301	10,924	-4.65	-3.34
Male Education, Enrolled Private Elementary or High School (Pop 3+)	39,784	39,396	40,739	-0.98	3.41
Male Education, Enrolled Public Schools (Pop 3+)	379,474	368,619	358,875	-2.86	-2.64
Male Education, Enrolled Public Preprimary (Pop 3+)	21,738	22,131	23,781	1.81	7.46
Male Education, Enrolled Public Elementary or High School (Pop 3+)	357,736	346,488	335,094	-3.14	-3.29

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

Female Education, Enrolled Private Schools (Pop 3+)	49,293	48,091	48,310	-2.44	0.46
Female Education, Enrolled Private Preprimary (Pop 3+)	11,420	10,812	10,253	-5.32	-5.17
Female Education, Enrolled Private Elementary or High School (Pop 3+)	37,873	37,280	38,057	-1.57	2.08
Female Education, Enrolled Public Schools (Pop 3+)	361,385	349,526	338,037	-3.28	-3.29
Female Education, Enrolled Public Preprimary (Pop 3+)	20,947	21,172	22,320	1.07	5.42
Female Education, Enrolled Public Elementary or High School (Pop 3+)	340,438	328,354	315,717	-3.55	-3.85

#### Population by Race

White Population, Alone	3,011,239	2,971,874	2,932,077	-1.31	-1.34
Black Population, Alone	980,451	997,683	1,070,081	1.76	7.26
Asian Population, Alone	142,267	152,235	173,763	7.01	14.14
American Indian and Alaska Native Population, Alone	14,852	15,897	19,532	7.04	22.87
Other Race Population, Alone	52,809	50,309	49,176	-4.73	-2.25
Two or More Races Population	94,632	113,741	162,171	20.19	42.58

#### Population by Ethnicity

Hispanic Population	168,065	177,771	197,195	5.78	10.93
White Non-Hispanic Population	2,916,143	2,867,621	2,821,912	-1.66	-1.59

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

Percent of White Population, Alone	70.09	69.09	66.54	-1.43	-3.69
Percent of Black Population, Alone	22.82	23.19	24.28	1.62	4.70
Percent of Asian Population, Alone	3.31	3.54	3.94	6.95	11.30
Percent of American Indian and Alaska Native Population, Alone	0.35	0.37	0.44	5.71	18.92
Percent of Other Race Population, Alone	1.23	1.17	1.12	-4.88	-4.27
Percent of Two or More Races Population, Alone	2.20	2.64	3.68	20.00	39.39

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

Percent of Hispanic Population	3.91	4.13	4.47	5.63	8.23
Percent of White Non-Hispanic Population	67.88	66.66	64.04	-1.80	-3.93

#### Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	482,959	493,692	520,739	2.22	5.48
Education Attainment, Master's Degree (Pop 25+)	235,044	248,274	280,009	5.63	12.78
Education Attainment, Professional Degree (Pop 25+)	55,826	57,338	61,757	2.71	7.71
Education Attainment, Doctorate Degree (Pop 25+)	23,538	25,328	29,926	7.60	18.15

#### Household Income

Household Income, Median (\$)	55,073	58,062	72,092	5.43	24.16
Household Income, Average (\$)	72,616	75,578	95,751	4.08	26.69

#### Households by Income

Households with Income Less than \$25,000	388,531	365,103	313,385	-6.03	-14.17
Households with Income \$25,000 to \$49,999	392,076	380,737	339,011	-2.89	-10.96
Households with Income \$50,000 to \$74,999	297,890	295,147	275,382	-0.92	-6.70
Households with Income \$75,000 to \$99,999	215,371	219,818	232,818	2.06	5.91
Households with Income \$100,000 to \$124,999	143,111	150,526	189,399	5.18	25.82
Households with Income \$125,000 to \$149,999	89,636	96,009	141,050	7.11	46.91
Households with Income \$150,000 to \$199,999	84,241	92,392	138,384	9.68	49.78
Households with Income \$200,000 and Over	71,255	82,317	162,059	15.52	96.87

#### Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	15,066	14,960	16,161	-0.70	8.03
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	16,422	16,569	18,350	0.90	10.75
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	14,085	14,041	15,189	-0.31	8.18
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	15,005	14,929	16,276	-0.51	9.02
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	9,744	9,891	12,981	1.51	31.24
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	10,621	10,955	14,739	3.14	34.54
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	9,109	9,284	12,200	1.92	31.41
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	9,704	9,870	13,073	1.71	32.45
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	9,334	9,751	13,372	4.47	37.13
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	10,174	10,800	15,183	6.15	40.58

Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	8,727	9,152	12,567	4.87	37.31
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	9,297	9,731	13,466	4.67	38.38
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	4,478	4,977	8,947	11.14	79.77
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	4,881	5,513	10,159	12.95	84.27
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	4,187	4,672	8,408	11.58	79.97
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	4,460	4,967	9,010	11.37	81.40
Families with one or more children aged 0-4 and Income \$350,000 and over	3,438	3,745	6,970	8.93	86.11
Families with one or more children aged 5-9 and Income \$350,000 and over	3,747	4,148	7,914	10.70	90.79
Families with one or more children aged 10-13 and Income \$350,000 and over	3,214	3,515	6,550	9.37	86.34
Families with one or more children aged 14-17 and Income \$350,000 and over	3,424	3,737	7,019	9.14	87.82

#### Households by Home Value

Housing, Owner Households Valued Less than \$250,000	960,868	944,804	973,064	-1.67	2.99
Housing, Owner Households Valued \$250,000-\$299,999	77,801	73,898	69,296	-5.02	-6.23
Housing, Owner Households Valued \$300,000-\$399,999	81,551	76,495	70,064	-6.20	-8.41
Housing, Owner Households Valued \$400,000-\$499,999	31,763	29,865	27,483	-5.98	-7.98
Housing, Owner Households Valued \$500,000-\$749,999	26,036	24,608	22,848	-5.48	-7.15
Housing, Owner Households Valued \$750,000-\$999,999	6,974	6,658	6,228	-4.53	-6.46
Housing, Owner Households Valued More than \$1,000,000	8,409	8,090	7,881	-3.79	-2.58

#### Households by Length of Residence

Length of Residence Less than 2 Years	196,492	226,486	302,675	15.26	33.64
Length of Residence 3 to 5 Years	294,738	339,730	454,013	15.27	33.64
Length of Residence 6 to 10 Years	566,274	533,552	505,238	-5.78	-5.31
Length of Residence More than 10 Years	624,608	582,282	529,563	-6.78	-9.05

#### Households by Race and Income

##### White Households by Income

White Households with Income Less than \$25,000	220,694	211,761	153,613	-4.05	-27.46
White Households with Income \$25,000 to \$49,999	273,486	264,928	212,847	-3.13	-19.66
White Households with Income \$50,000 to \$74,999	224,871	219,492	192,006	-2.39	-12.52
White Households with Income \$75,000 to \$99,999	170,272	168,310	170,721	-1.15	1.43
White Households with Income \$100,000 to \$124,999	118,903	119,414	141,788	0.43	18.74
White Households with Income \$125,000 to \$149,999	74,885	76,847	112,354	2.62	46.20
White Households with Income \$150,000 to \$199,999	71,961	74,327	112,429	3.29	51.26
White Households with Income \$200,000 and Over	63,789	68,312	136,290	7.09	99.51

##### Black Households by Income

Black Households with Income Less than \$25,000	152,140	139,346	147,300	-8.41	5.71
Black Households with Income \$25,000 to \$49,999	101,934	99,736	110,493	-2.16	10.79
Black Households with Income \$50,000 to \$74,999	56,165	59,248	69,326	5.49	17.01
Black Households with Income \$75,000 to \$99,999	30,621	36,899	45,497	20.50	23.30
Black Households with Income \$100,000 to \$124,999	15,807	20,735	27,872	31.18	34.42
Black Households with Income \$125,000 to \$149,999	8,723	12,155	15,967	39.34	31.36
Black Households with Income \$150,000 to \$199,999	6,937	10,187	13,938	46.85	36.82
Black Households with Income \$200,000 and Over	4,145	7,372	11,215	77.85	52.13

##### Asian Households by Income

Asian Households with Income Less than \$25,000	7,184	6,748	5,523	-6.07	-18.15
Asian Households with Income \$25,000 to \$49,999	8,368	8,075	6,736	-3.50	-16.58
Asian Households with Income \$50,000 to \$74,999	9,615	9,061	6,937	-5.76	-23.44
Asian Households with Income \$75,000 to \$99,999	6,525	7,260	9,996	11.26	37.69
Asian Households with Income \$100,000 to \$124,999	3,982	4,513	8,790	13.34	94.77
Asian Households with Income \$125,000 to \$149,999	3,408	3,754	5,371	10.15	43.07
Asian Households with Income \$150,000 to \$199,999	2,988	4,248	5,370	42.17	26.41
Asian Households with Income \$200,000 and Over	1,749	3,055	6,671	74.67	118.36

##### American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	646	632	567	-2.17	-10.28
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	637	602	728	-5.49	20.93
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	1,341	1,322	639	-1.42	-51.66
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	1,980	2,024	918	2.22	-54.64
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	639	741	2,971	15.96	300.94
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	296	57	1,265	-80.74	2119.30
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	111	380	893	242.34	135.00
American Indian and Alaska Native Households with Income \$200,000 and Over	22	42	255	90.91	507.14

##### Other Race Households by Income

Other Race Households with Income Less than \$25,000	3,089	2,699	1,836	-12.63	-31.97
Other Race Households with Income \$25,000 to \$49,999	3,402	3,100	2,512	-8.88	-18.97
Other Race Households with Income \$50,000 to \$74,999	2,849	2,714	1,995	-4.74	-26.49
Other Race Households with Income \$75,000 to \$99,999	2,719	2,508	2,138	-7.76	-14.75
Other Race Households with Income \$100,000 to \$124,999	1,088	1,212	2,747	11.40	126.65
Other Race Households with Income \$125,000 to \$149,999	224	306	1,200	36.61	292.16

Other Race Households with Income \$150,000 to \$199,999	711	601	334	-15.47	-44.43
Other Race Households with Income \$200,000 and Over	205	335	902	63.41	169.25

**Two or More Races Households by Income**

Two or More Races Households with Income Less than \$25,000	4,778	3,917	4,546	-18.02	16.06
Two or More Races Households with Income \$25,000 to \$49,999	4,249	4,296	5,695	1.11	32.57
Two or More Races Households with Income \$50,000 to \$74,999	3,049	3,310	4,479	8.56	35.32
Two or More Races Households with Income \$75,000 to \$99,999	3,254	2,817	3,548	-13.43	25.95
Two or More Races Households with Income \$100,000 to \$124,999	2,692	3,911	5,231	45.28	33.75
Two or More Races Households with Income \$125,000 to \$149,999	2,100	2,890	4,893	37.62	69.31
Two or More Races Households with Income \$150,000 to \$199,999	1,533	2,649	5,420	72.80	104.61
Two or More Races Households with Income \$200,000 and Over	1,345	3,201	6,726	137.99	110.12

**Households by Ethnicity and Income****Hispanic Households by Income**

Hispanic Households with Income Less than \$25,000	12,644	10,081	10,637	-20.27	5.52
Hispanic Households with Income \$25,000 to \$49,999	11,767	10,890	11,299	-7.45	3.76
Hispanic Households with Income \$50,000 to \$74,999	8,260	7,371	8,634	-10.76	17.13
Hispanic Households with Income \$75,000 to \$99,999	5,634	6,450	5,646	14.48	-12.47
Hispanic Households with Income \$100,000 to \$124,999	3,103	4,544	4,478	46.44	-1.45
Hispanic Households with Income \$125,000 to \$149,999	1,875	2,881	2,786	53.65	-3.30
Hispanic Households with Income \$150,000 to \$199,999	1,593	2,320	2,452	45.64	5.69
Hispanic Households with Income \$200,000 and Over	977	2,099	2,196	114.84	4.62

**White Non-Hispanic Households by Income**

White Non-Hispanic Households with Income Less than \$25,000	215,745	203,861	147,593	-5.51	-27.60
White Non-Hispanic Households with Income \$25,000 to \$49,999	269,627	257,612	206,425	-4.46	-19.87
White Non-Hispanic Households with Income \$50,000 to \$74,999	222,132	214,391	187,596	-3.48	-12.50
White Non-Hispanic Households with Income \$75,000 to \$99,999	167,732	164,404	166,693	-1.98	1.39
White Non-Hispanic Households with Income \$100,000 to \$124,999	116,271	116,204	138,263	-0.06	18.98
White Non-Hispanic Households with Income \$125,000 to \$149,999	72,187	74,046	108,855	2.58	47.01
White Non-Hispanic Households with Income \$150,000 to \$199,999	69,148	71,339	107,653	3.17	50.90
White Non-Hispanic Households with Income \$200,000 and Over	59,203	64,007	127,205	8.11	98.74

**Footnotes:**

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

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

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

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

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

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## EASI Dominant Profiles

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

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