



The NAIS Demographic Center 2013 Local Area Reports

CBSA : Houston-The Woodlands-Sugar Land, 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 842,760 to 862,833 (2.38 percent) in the CBSA of **Houston-The Woodlands-Sugar Land, TX**. This number is expected to decrease by **-1.41** percent during the next five years, totaling 850,628 in 2018.
- The *School Age Population* group is expected to increase in 2018. Compared to the 2010-2013 increase of 4.23 percent, the population of children *Age 0 to 17 Years* is projected to increase by 4.98 percent from 1,726,027 in 2013 to 1,811,977 in 2018.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 5.24 percent from 843,884 in 2013 to 888,121 in 2018, while the *Male Population Age 0 to 17 Years* group will increase by 4.73 percent from 882,143 in 2013 to 923,856 in 2018.

Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 11.37 percent from 243,088 in 2013 to 270,730 in 2018, and increase by 5.03 percent for boys in the same age group from 246,612 in 2013 to 259,007 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	251,689	265,904	5.65	239,644	248,844	3.84
Age 5 to 9 Years	246,612	259,007	5.03	243,088	270,730	11.37
Age 10 to 13 Years	192,608	201,906	4.83	180,110	182,758	1.47
Age 14 to 17 Years	191,234	197,039	3.04	181,042	185,789	2.62

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 13.05 percent and 7.90 percent, respectively, between 2013 and 2018, while *Nursery or Preschool* is expected to increase by 3.36 percent from 111,637 in 2013 to 115,390 in 2018. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 2.45 percent and increase 4.23 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	111,637	115,390	3.36	57,187	59,607	4.23	54,450	55,783	2.45
Kindergarten	107,749	121,808	13.05	54,262	59,556	9.76	53,487	62,252	16.39
Grades 1 to 4	385,148	415,557	7.90	193,960	203,190	4.75	191,188	212,377	11.06
Grades 5 to 8	372,135	394,884	6.11	192,307	207,270	7.78	179,828	187,614	4.33
Grades 9 to 12	355,659	353,391	-0.64	182,698	181,888	-0.44	172,961	171,503	-0.84

Enrollment in Private Schools

- The population enrolled in private schools increased by 2.05 percent during the years 2010-2013; and is expected to increase by 1.57 percent in 2018 from 126,577 in 2013 to 128,567 in 2018. While total public school enrollment increased 4.46 percent during the years 2010-2013, it will increase by 5.53 percent between 2013 and 2018.
- During 2010-2013, male preprimary enrollment in private schools increased by 1.67 percent and female preprimary enrollment by 0.75 percent. During 2013-2018, male preprimary enrollment in private schools is anticipated to increase by 0.69 percent from 24,435 in 2013 to 24,604 in 2018; while female preprimary enrollment is expected to decrease by **-1.04** percent from 23,266 in 2013 to 23,025 in 2018. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 1.68 percent and 3.58 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 6.48 percent between 2010-2013; the population of Hispanics increased by 10.78 percent; the Asian population increased by 11.96 percent; the American Indian and Alaska Native population increased by 14.10 percent. The Other Race population decreased by **-11.36** percent; and the population of Two or More Races increased by 15.89 percent; and the White population increased by 6.21 percent during the years 2010-2013.
- While the White population represents 60.92 percent of the total population, it is expected to increase from 3,780,304 in 2013 to 4,054,128 in 2018 (7.24 percent). All other racial/ethnic groups are predicted to vary between 2013 and 2018, especially the Hispanic population, which will increase from 2,322,494 in 2013 to 2,745,077 in 2018 (18.20 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 19,882 in 2013 to 24,001 in 2018 (20.72 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	26,325	27,801	5.61	18,220	23,025	26.37	19,882	24,001	20.72	13,472	21,656	60.75	9,854	16,270	65.11
Aged 5-9	26,238	28,611	9.04	18,159	23,695	30.49	19,816	24,700	24.65	13,428	22,286	65.97	9,821	16,743	70.48
Aged 10-13	19,970	20,775	4.03	13,821	17,206	24.49	15,082	17,935	18.92	10,220	16,183	58.35	7,475	12,158	62.65

Aged 14-17	19,946	20,676	3.66	13,805	17,124	24.04	15,064	17,850	18.49	10,208	16,106	57.78	7,466	12,100	62.07
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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 26.76 percent, from 6,786 in 2013 to 8,602 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	29,684	35,177	18.50	13,061	21,170	62.09	2,133	2,893	35.63	12,794	14,017	9.56	6,484	10,321	-19.33
Income \$125,000 to \$149,999	19,080	23,664	24.03	9,139	16,310	78.47	294	2,030	590.48	6,786	8,602	26.76	4,824	7,440	54.23
Income \$150,000 to \$199,999	15,384	19,491	26.70	9,578	9,474	-1.09	1,415	2,528	78.66	5,028	6,231	23.93	5,781	7,419	28.33
Income \$200,000 and Over	11,745	15,853	34.98	7,519	16,328	117.16	320	1,652	416.25	4,165	5,545	33.13	8,808	14,175	60.93

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 21,173 in 2013 to 26,543 in 2018 (25.36 percent).

	HISPANIC HOUSEHOLDS		
	2013	2018	% Growth (2013-2018)
Income \$100,000 to \$124,999	49,394	62,233	25.99
Income \$125,000 to \$149,999	29,629	36,549	23.36
Income \$150,000 to \$199,999	22,737	27,831	22.40
Income \$200,000 and Over	21,173	26,543	25.36

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 13.34 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 35,777 in 2013 to 34,567 in 2018 (-3.38 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2013	2018	% Growth (2010-2013)	% Growth (2013-2018)
Less than \$250,000	1,042,215	1,072,333	1,067,458	2.89	-0.45
\$250,000-\$299,999	72,830	82,546	96,428	13.34	16.82
\$300,000-\$399,999	76,299	80,521	82,492	5.53	2.45
\$400,000-\$499,999	35,095	35,777	34,567	1.94	-3.38
\$500,000-\$749,999	32,584	35,215	37,749	8.07	7.20
\$750,000-\$999,999	12,986	14,338	16,118	10.41	12.41
More than \$1,000,000	14,414	15,568	17,064	8.01	9.61

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Houston-The Woodlands-Sugar Land, TX** increased 6.88 percent, from 713,399 in 2010 to 762,513 in 2013. This number is expected to increase by 8.87 percent through 2018. For people older than 25 years of age who hold graduate degrees, their numbers increased from 365,338 in 2010 to 386,675 in 2013 (5.84 percent), and it is forecasted this population will increase an additional 7.28 percent by the year 2018.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Houston-The Woodlands-Sugar Land, 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)?^[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: Houston-The Woodlands-Sugar Land, TX

CBSA Code: 26420

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	5,920,416	6,205,848	6,566,269	4.82	5.81
	Households	2,062,529	2,158,053	2,222,092	4.63	2.97
Households with School Age Population						
	Households with Children Age 0 to 17 Years	842,760	862,833	850,628	2.38	-1.41
	Percent of Households with Children Age 0 to 17 Years	40.86	39.98	38.28	-2.15	-4.25
School Age Population						
	Population Age 0 to 17 Years	1,655,964	1,726,027	1,811,977	4.23	4.98
	Population Age 0 to 4 Years	470,610	491,333	514,748	4.40	4.77
	Population Age 5 to 9 Years	462,866	489,700	529,737	5.80	8.18
	Population Age 10 to 13 Years	360,579	372,718	384,664	3.37	3.21
	Population Age 14 to 17 Years	361,909	372,276	382,828	2.86	2.83
School Age Population by Gender						
	Male Population Age 0 to 17 Years	846,628	882,143	923,856	4.19	4.73
	Female Population Age 0 to 17 Years	809,336	843,884	888,121	4.27	5.24
Male School Age Population by Age						
	Male Population Age 0 to 4 Years	239,995	251,689	265,904	4.87	5.65
	Male Population Age 5 to 9 Years	236,413	246,612	259,007	4.31	5.03
	Male Population Age 10 to 13 Years	184,517	192,608	201,906	4.38	4.83
	Male Population Age 14 to 17 Years	185,703	191,234	197,039	2.98	3.04
Female School Age Population by Age						
	Female Population Age 0 to 4 Years	230,615	239,644	248,844	3.92	3.84
	Female Population Age 5 to 9 Years	226,453	243,088	270,730	7.35	11.37
	Female Population Age 10 to 13 Years	176,062	180,110	182,758	2.30	1.47
	Female Population Age 14 to 17 Years	176,206	181,042	185,789	2.74	2.62
Population in School						
	Nursery or Preschool	108,549	111,637	115,390	2.84	3.36
	Kindergarten	99,179	107,749	121,808	8.64	13.05
	Grades 1 to 4	363,823	385,148	415,557	5.86	7.90
	Grades 5 to 8	354,920	372,135	394,884	4.85	6.11
	Grades 9 to 12	351,810	355,659	353,391	1.09	-0.64
Population in School by Gender						
	Male Enrolled in School	653,981	680,414	711,502	4.04	4.57
	Female Enrolled in School	624,300	651,914	689,528	4.42	5.77
Male Population in School by Grade						
	Male Nursery or Preschool	55,356	57,187	59,607	3.31	4.23
	Male Kindergarten	50,657	54,262	59,556	7.12	9.76
	Male Grades 1 to 4	185,826	193,960	203,180	4.38	4.75
	Male Grades 5 to 8	181,621	192,307	207,270	5.88	7.78
	Male Grades 9 to 12	180,521	182,698	181,888	1.21	-0.44
Female Population in School by Grade						
	Female Nursery or Preschool	53,193	54,450	55,783	2.36	2.45
	Female Kindergarten	48,522	53,487	62,252	10.23	16.39
	Female Grades 1 to 4	177,997	191,188	212,377	7.41	11.08
	Female Grades 5 to 8	173,299	179,828	187,614	3.77	4.33
	Female Grades 9 to 12	171,289	172,961	171,503	0.98	-0.84
Population in School						
	Education, Total Enrollment (Pop 3+)	1,278,281	1,332,328	1,401,030	4.23	5.16
	Education, Not Enrolled in School (Pop 3+)	3,988,396	4,172,067	4,385,622	4.61	5.12
Population in Public vs Private School						
	Education, Enrolled Private Schools (Pop 3+)	124,029	126,577	128,567	2.05	1.57
	Education, Enrolled Private Preprimary (Pop 3+)	47,126	47,701	47,629	1.22	-0.15
	Education, Enrolled Private Elementary or High School (Pop 3+)	76,903	78,876	80,938	2.57	2.61
	Education, Enrolled Public Schools (Pop 3+)	1,154,252	1,205,751	1,272,463	4.46	5.53

Education, Enrolled Public Preprimary (Pop 3+)	61,423	63,936	67,761	4.09	5.98
Education, Enrolled Public Elementary or High School (Pop 3+)	1,092,829	1,141,815	1,204,702	4.48	5.51

Population in Public vs Private School by Gender

Male Population in Public vs Private School

Male Education, Enrolled Private Schools (Pop 3+)	63,386	64,673	65,520	2.03	1.31
Male Education, Enrolled Private Preprimary (Pop 3+)	24,033	24,435	24,604	1.67	0.69
Male Education, Enrolled Private Elementary or High School (Pop 3+)	39,353	40,238	40,916	2.25	1.68
Male Education, Enrolled Public Schools (Pop 3+)	590,595	615,740	645,982	4.26	4.91
Male Education, Enrolled Public Preprimary (Pop 3+)	31,324	32,752	35,003	4.56	6.87
Male Education, Enrolled Public Elementary or High School (Pop 3+)	559,272	582,989	610,979	4.24	4.80

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	60,643	61,904	63,047	2.08	1.85
Female Education, Enrolled Private Preprimary (Pop 3+)	23,093	23,266	23,025	0.75	-1.04
Female Education, Enrolled Private Elementary or High School (Pop 3+)	37,550	38,638	40,022	2.90	3.58
Female Education, Enrolled Public Schools (Pop 3+)	563,657	590,011	626,481	4.68	6.18
Female Education, Enrolled Public Preprimary (Pop 3+)	30,099	31,184	32,758	3.60	5.05
Female Education, Enrolled Public Elementary or High School (Pop 3+)	533,557	558,826	593,723	4.74	6.24

Population by Race

White Population, Alone	3,559,241	3,780,304	4,054,128	6.21	7.24
Black Population, Alone	1,023,065	1,089,361	1,176,251	6.48	7.98
Asian Population, Alone	392,735	439,720	518,125	11.96	17.83
American Indian and Alaska Native Population, Alone	38,072	43,441	55,329	14.10	27.37
Other Race Population, Alone	728,315	645,594	499,512	-11.36	-22.63
Two or More Races Population	178,988	207,428	262,924	15.89	26.75

Population by Ethnicity

Hispanic Population	2,096,532	2,322,494	2,745,077	10.78	18.20
White Non-Hispanic Population	2,340,268	2,306,116	2,226,034	-1.46	-3.47

Population by Race As Percent of Total Population

Percent of White Population, Alone	60.12	60.92	61.74	1.33	1.35
Percent of Black Population, Alone	17.28	17.55	17.91	1.56	2.05
Percent of Asian Population, Alone	6.63	7.09	7.89	6.94	11.28
Percent of American Indian and Alaska Native Population, Alone	0.64	0.70	0.84	9.37	20.00
Percent of Other Race Population, Alone	12.30	10.40	7.61	-15.45	-26.83
Percent of Two or More Races Population, Alone	3.02	3.34	4.00	10.60	19.76

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	35.41	37.42	41.81	5.68	11.73
Percent of White Non-Hispanic Population	39.53	37.16	33.90	-6.00	-8.77

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	713,399	762,513	830,161	6.88	8.87
Education Attainment, Master's Degree (Pop 25+)	247,846	261,698	279,350	5.59	6.75
Education Attainment, Professional Degree (Pop 25+)	70,658	74,792	80,224	5.85	7.26
Education Attainment, Doctorate Degree (Pop 25+)	46,834	50,185	55,237	7.16	10.07

Household Income

Household Income, Median (\$)	60,449	63,952	79,781	5.79	24.75
Household Income, Average (\$)	84,781	87,534	111,151	3.25	26.98

Households by Income

Households with Income Less than \$25,000	411,620	403,580	323,274	-1.95	-19.90
Households with Income \$25,000 to \$49,999	469,778	470,420	398,455	0.14	-15.30
Households with Income \$50,000 to \$74,999	358,570	367,377	334,608	2.46	-8.92
Households with Income \$75,000 to \$99,999	259,745	276,651	286,057	6.51	3.40
Households with Income \$100,000 to \$124,999	181,660	199,416	234,381	9.77	17.53
Households with Income \$125,000 to \$149,999	117,575	133,306	182,406	13.38	36.83
Households with Income \$150,000 to \$199,999	125,121	142,404	181,745	13.81	27.63
Households with Income \$200,000 and Over	138,460	164,899	281,166	19.10	70.51

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	24,682	26,325	27,801	6.66	5.61
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	24,276	26,238	28,611	8.08	9.04
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	18,911	19,970	20,775	5.60	4.03
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	18,981	19,946	20,676	5.08	3.66
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	16,484	18,220	23,025	10.53	26.37
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	16,213	18,159	23,695	12.00	30.49
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	12,630	13,821	17,206	9.43	24.49
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	12,676	13,805	17,124	8.91	24.04
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	17,890	19,882	24,001	11.13	20.72
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	17,595	19,816	24,700	12.62	24.65

Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	13,707	15,082	17,935	10.03	18.92
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	13,757	15,064	17,850	9.50	18.49
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	11,479	13,472	21,656	17.36	60.75
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	11,290	13,428	22,286	18.94	65.97
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	8,795	10,220	16,183	16.20	58.35
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	8,827	10,208	16,106	15.65	57.78
Families with one or more children aged 0-4 and Income \$350,000 and over	8,533	9,854	16,270	15.48	65.11
Families with one or more children aged 5-9 and Income \$350,000 and over	8,392	9,821	16,743	17.03	70.48
Families with one or more children aged 10-13 and Income \$350,000 and over	6,538	7,475	12,158	14.33	62.65
Families with one or more children aged 14-17 and Income \$350,000 and over	6,562	7,466	12,100	13.78	62.07

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	1,042,215	1,072,333	1,067,458	2.89	-0.45
Housing, Owner Households Valued \$250,000-\$299,999	72,830	82,546	96,428	13.34	16.82
Housing, Owner Households Valued \$300,000-\$399,999	76,299	80,521	82,492	5.53	2.45
Housing, Owner Households Valued \$400,000-\$499,999	35,095	35,777	34,567	1.94	-3.38
Housing, Owner Households Valued \$500,000-\$749,999	32,584	35,215	37,749	8.07	7.20
Housing, Owner Households Valued \$750,000-\$999,999	12,986	14,338	16,118	10.41	12.41
Housing, Owner Households Valued More than \$1,000,000	14,414	15,568	17,064	8.01	9.61

Households by Length of Residence

Length of Residence Less than 2 Years	350,375	402,034	478,113	14.74	18.92
Length of Residence 3 to 5 Years	525,562	603,051	717,170	14.74	18.92
Length of Residence 6 to 10 Years	716,933	697,030	626,547	-2.78	-10.11
Length of Residence More than 10 Years	469,659	455,938	400,262	-2.92	-12.21

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	211,693	217,865	159,940	2.92	-26.59
White Households with Income \$25,000 to \$49,999	269,502	278,536	224,782	3.35	-19.30
White Households with Income \$50,000 to \$74,999	223,353	231,871	203,491	3.81	-12.24
White Households with Income \$75,000 to \$99,999	173,115	181,123	180,315	4.63	-0.45
White Households with Income \$100,000 to \$124,999	128,361	135,260	150,803	5.37	11.49
White Households with Income \$125,000 to \$149,999	87,103	93,183	124,360	6.98	33.46
White Households with Income \$150,000 to \$199,999	98,440	105,218	136,602	6.89	29.83
White Households with Income \$200,000 and Over	120,062	132,342	227,613	10.23	71.99

Black Households by Income

Black Households with Income Less than \$25,000	117,480	113,406	114,726	-3.47	1.16
Black Households with Income \$25,000 to \$49,999	100,210	101,111	104,913	0.90	3.76
Black Households with Income \$50,000 to \$74,999	64,108	67,826	73,064	5.80	7.72
Black Households with Income \$75,000 to \$99,999	38,614	46,275	52,591	19.84	13.65
Black Households with Income \$100,000 to \$124,999	24,014	29,684	35,177	23.61	18.50
Black Households with Income \$125,000 to \$149,999	13,118	19,080	23,664	45.45	24.03
Black Households with Income \$150,000 to \$199,999	10,026	15,384	19,491	53.44	26.70
Black Households with Income \$200,000 and Over	6,686	11,745	15,853	75.67	34.98

Asian Households by Income

Asian Households with Income Less than \$25,000	25,832	25,081	19,581	-2.91	-21.93
Asian Households with Income \$25,000 to \$49,999	28,325	28,439	24,295	0.40	-14.57
Asian Households with Income \$50,000 to \$74,999	24,329	24,795	21,835	1.92	-11.94
Asian Households with Income \$75,000 to \$99,999	16,723	19,191	24,237	14.76	26.29
Asian Households with Income \$100,000 to \$124,999	10,985	13,061	21,170	18.90	62.09
Asian Households with Income \$125,000 to \$149,999	6,557	9,139	16,310	39.38	78.47
Asian Households with Income \$150,000 to \$199,999	7,729	9,578	9,474	23.92	-1.09
Asian Households with Income \$200,000 and Over	3,789	7,519	16,328	98.44	117.16

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	1,563	1,578	1,230	0.96	-22.05
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	2,121	2,097	1,973	-1.13	-5.91
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	2,380	2,413	2,232	1.39	-7.50
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	2,411	2,461	1,899	2.07	-22.84
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	1,404	2,133	2,893	51.92	35.63
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	963	294	2,030	-69.47	590.48
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	588	1,415	2,528	140.65	78.66
American Indian and Alaska Native Households with Income \$200,000 and Over	232	320	1,652	37.93	416.25

Other Race Households by Income

Other Race Households with Income Less than \$25,000	46,398	38,265	20,461	-17.53	-46.53
Other Race Households with Income \$25,000 to \$49,999	60,726	51,776	33,460	-14.74	-35.38
Other Race Households with Income \$50,000 to \$74,999	37,234	33,252	26,065	-10.69	-21.61
Other Race Households with Income \$75,000 to \$99,999	22,581	21,109	20,005	-6.52	-5.23
Other Race Households with Income \$100,000 to \$124,999	12,259	12,794	14,017	4.36	9.56
Other Race Households with Income \$125,000 to \$149,999	5,927	6,786	8,602	14.49	26.76

Other Race Households with Income \$150,000 to \$199,999	4,600	5,028	6,231	9.30	23.93
Other Race Households with Income \$200,000 and Over	3,435	4,165	5,545	21.25	33.13

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	8,654	7,385	7,336	-14.66	-0.66
Two or More Races Households with Income \$25,000 to \$49,999	8,894	8,461	9,032	-4.87	6.75
Two or More Races Households with Income \$50,000 to \$74,999	7,166	7,220	7,921	0.75	9.71
Two or More Races Households with Income \$75,000 to \$99,999	6,301	6,492	7,010	3.03	7.98
Two or More Races Households with Income \$100,000 to \$124,999	4,637	6,484	10,321	39.83	59.18
Two or More Races Households with Income \$125,000 to \$149,999	3,907	4,824	7,440	23.47	54.23
Two or More Races Households with Income \$150,000 to \$199,999	3,738	5,781	7,419	54.65	28.33
Two or More Races Households with Income \$200,000 and Over	4,256	8,808	14,175	106.95	60.93

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	149,741	128,276	145,824	-14.33	13.68
Hispanic Households with Income \$25,000 to \$49,999	174,282	170,867	202,433	-1.96	18.47
Hispanic Households with Income \$50,000 to \$74,999	105,695	117,738	142,732	11.39	21.23
Hispanic Households with Income \$75,000 to \$99,999	59,108	80,528	99,385	36.24	23.42
Hispanic Households with Income \$100,000 to \$124,999	32,000	49,394	62,233	54.36	25.99
Hispanic Households with Income \$125,000 to \$149,999	15,070	29,629	36,549	96.61	23.36
Hispanic Households with Income \$150,000 to \$199,999	13,556	22,737	27,831	67.73	22.40
Hispanic Households with Income \$200,000 and Over	9,812	21,173	26,543	115.79	25.36

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	129,837	123,201	83,472	-5.11	-32.25
White Non-Hispanic Households with Income \$25,000 to \$49,999	174,821	166,768	117,969	-4.61	-29.26
White Non-Hispanic Households with Income \$50,000 to \$74,999	165,012	158,637	122,676	-3.86	-22.67
White Non-Hispanic Households with Income \$75,000 to \$99,999	138,081	134,650	116,465	-2.48	-13.51
White Non-Hispanic Households with Income \$100,000 to \$124,999	107,290	106,238	105,622	-0.98	-0.58
White Non-Hispanic Households with Income \$125,000 to \$149,999	74,572	75,611	92,049	1.39	21.74
White Non-Hispanic Households with Income \$150,000 to \$199,999	87,261	88,650	106,991	1.59	20.69
White Non-Hispanic Households with Income \$200,000 and Over	106,808	113,975	188,392	6.71	65.29

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+)