



## The NAIS Demographic Center 2013 Local Area Reports

**CBSA : Los Angeles-Long Beach-Anaheim, CA**

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 1,595,408 to 1,576,316 (-1.20 percent) in the CBSA of **Los Angeles-Long Beach-Anaheim, CA**. This number is expected to decrease by -1.00 percent during the next five years, totaling 1,560,509 in 2018.
- The *School Age Population* group is expected to increase in 2018. Compared to the 2010-2013 increase of 0.32 percent, the population of children *Age 0 to 17 Years* is projected to increase by 0.56 percent from 3,148,790 in 2013 to 3,166,473 in 2018.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 0.32 percent from 1,537,182 in 2013 to 1,542,052 in 2018, while the *Male Population Age 0 to 17 Years* group will increase by 0.80 percent from 1,611,608 in 2013 to 1,624,421 in 2018.

#### Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by -0.49 percent from 405,939 in 2013 to 403,932 in 2018, and increase by 1.73 percent for boys in the same age group from 429,381 in 2013 to 436,797 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	433,026	443,159	2.34	413,814	426,660	3.10
Age 5 to 9 Years	429,381	436,797	1.73	405,939	403,932	-0.49
Age 10 to 13 Years	361,084	354,705	-1.77	347,369	341,266	-1.76
Age 14 to 17 Years	388,117	389,760	0.42	370,060	370,194	0.04

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 1.47 percent and -4.63 percent, respectively, between 2013 and 2018, while *Nursery or Preschool* is expected to increase by 6.21 percent from 209,794 in 2013 to 222,831 in 2018. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 6.62 percent and increase 5.83 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	209,794	222,831	6.21	107,277	113,529	5.83	102,517	109,302	6.62
Kindergarten	168,127	170,592	1.47	86,423	88,630	2.55	81,704	81,962	0.32
Grades 1 to 4	634,557	605,177	-4.63	326,182	314,417	-3.61	308,375	290,760	-5.71
Grades 5 to 8	675,664	642,118	-4.96	344,372	327,258	-4.97	331,292	314,860	-4.96
Grades 9 to 12	786,510	764,818	-2.76	402,621	392,255	-2.57	383,889	372,563	-2.95

#### Enrollment in Private Schools

- The population enrolled in private schools decreased by -2.08 percent during the years 2010-2013; and is expected to decrease by -2.65 percent in 2018 from 302,584 in 2013 to 294,564 in 2018. While total public school enrollment decreased -1.94 percent during the years 2010-2013, it will decrease by -2.81 percent between 2013 and 2018.
- During 2010-2013, male preprimary enrollment in private schools increased by 1.27 percent and female preprimary enrollment by 1.44 percent. During 2013-2018, male preprimary enrollment in private schools is anticipated to increase by 2.69 percent from 44,931 in 2013 to 46,139 in 2018; while female preprimary enrollment is expected to increase by 3.46 percent from 42,937 in 2013 to 44,422 in 2018. Further, the anticipated changes in male and female enrollment rates for elementary and high school are -4.50 percent and -5.51 percent, respectively.

#### Population by Race and Ethnicity

- The African American population increased by 1.53 percent between 2010-2013; the population of Hispanics increased by 3.22 percent; the Asian population increased by 4.35 percent; the American Indian and Alaska Native population increased by 9.99 percent. The Other Race population decreased by -8.63 percent; and the population of Two or More Races increased by 18.91 percent; and the White population increased by 4.10 percent during the years 2010-2013.
- While the White population represents 53.79 percent of the total population, it is expected to increase from 7,044,518 in 2013 to 7,551,605 in 2018 (7.20 percent). All other racial/ethnic groups are predicted to vary between 2013 and 2018, especially the Hispanic population, which will increase from 5,884,309 in 2013 to 6,221,267 in 2018 (5.73 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 36,328 in 2013 to 43,916 in 2018 (20.89 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	44,539	50,549	13.49	32,243	41,480	28.59	36,328	43,916	20.89	25,702	42,260	64.42	18,975	31,232	64.60
Aged 5-9	43,934	48,858	11.21	31,805	40,073	26.00	35,834	42,447	18.45	25,352	40,846	61.12	18,717	30,187	61.28
Aged 10-13	37,261	40,446	8.55	26,974	33,174	22.99	30,392	35,138	15.62	21,502	33,813	57.26	15,874	24,990	57.43

Aged 14-17	39,876	44,164	10.75	28,867	36,223	25.48	32,525	38,369	17.97	23,011	36,922	60.45	16,988	27,287	60.63
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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 26.79 percent, from 28,592 in 2013 to 36,251 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	27,223	33,000	21.22	58,715	97,516	66.08	3,742	8,246	120.36	47,777	52,952	10.83	20,819	39,023	-18.32
Income \$125,000 to \$149,999	18,994	22,252	17.15	39,969	68,095	70.37	618	4,798	676.38	28,592	36,251	26.79	16,504	30,692	85.97
Income \$150,000 to \$199,999	17,356	20,064	15.60	41,680	47,058	12.90	3,130	3,317	5.97	23,015	30,996	34.68	19,353	27,344	41.29
Income \$200,000 and Over	14,655	19,383	32.26	36,211	72,562	100.39	604	2,690	345.36	16,592	26,262	58.28	28,789	48,600	68.81

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 62,091 in 2013 to 62,896 in 2018 (1.30 percent).

	HISPANIC HOUSEHOLDS		
	2013	2018	% Growth (2013-2018)
Income \$100,000 to \$124,999	129,503	135,484	4.62
Income \$125,000 to \$149,999	82,357	84,408	2.49
Income \$150,000 to \$199,999	71,820	72,283	0.64
Income \$200,000 and Over	62,091	62,896	1.30

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 10.30 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 325,882 in 2013 to 319,003 in 2018 (-2.11 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2013	2018	% Growth (2010-2013)	% Growth (2013-2018)
Less than \$250,000	294,650	315,849	361,442	7.19	14.44
\$250,000-\$299,999	116,040	127,997	152,310	10.30	18.99
\$300,000-\$399,999	338,045	380,085	466,750	12.44	22.80
\$400,000-\$499,999	332,471	325,882	319,003	-1.98	-2.11
\$500,000-\$749,999	580,174	533,224	455,185	-8.09	-14.64
\$750,000-\$999,999	243,291	233,884	216,871	-3.87	-7.27
More than \$1,000,000	228,391	222,929	213,203	-2.39	-4.36

#### Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Los Angeles-Long Beach-Anaheim, CA** increased 2.83 percent, from 1,682,814 in 2010 to 1,730,415 in 2013. This number is expected to increase by 5.73 percent through 2018. For people older than 25 years of age who hold graduate degrees, their numbers increased from 898,466 in 2010 to 944,099 in 2013 (5.08 percent), and it is forecasted this population will increase an additional 10.45 percent by the year 2018.

## Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Los Angeles-Long Beach-Anaheim, CA** 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: Los Angeles-Long Beach-Anaheim, CA

CBSA Code: 31080

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

State Name: California

Dominant Profile: Very Asian

				% Growth	% Growth Forecast	
	Description	2010	2013	2018 (2010-2013)	(2013-2018)	
Total Population and Households						
	Population	12,828,837	13,097,255	13,686,114	2.09	4.50
	Households	4,233,985	4,313,149	4,537,400	1.87	5.20
Households with School Age Population						
	Households with Children Age 0 to 17 Years	1,595,408	1,576,316	1,560,509	-1.20	-1.00
	Percent of Households with Children Age 0 to 17 Years	37.68	36.55	34.39	-3.00	-5.91
School Age Population						
	Population Age 0 to 17 Years	3,138,867	3,148,790	3,166,473	0.32	0.56
	Population Age 0 to 4 Years	837,484	846,840	869,819	1.12	2.71
	Population Age 5 to 9 Years	832,459	835,320	840,729	0.34	0.65
	Population Age 10 to 13 Years	711,232	708,453	695,971	-0.39	-1.76
	Population Age 14 to 17 Years	757,692	758,177	759,954	0.06	0.23
School Age Population by Gender						
	Male Population Age 0 to 17 Years	1,605,458	1,611,608	1,624,421	0.38	0.80
	Female Population Age 0 to 17 Years	1,533,409	1,537,182	1,542,052	0.25	0.32
Male School Age Population by Age						
	Male Population Age 0 to 4 Years	428,597	433,026	443,159	1.03	2.34
	Male Population Age 5 to 9 Years	425,253	429,381	436,797	0.97	1.73
	Male Population Age 10 to 13 Years	363,638	361,084	354,705	-0.70	-1.77
	Male Population Age 14 to 17 Years	387,970	388,117	389,760	0.04	0.42
Female School Age Population by Age						
	Female Population Age 0 to 4 Years	408,887	413,814	426,660	1.20	3.10
	Female Population Age 5 to 9 Years	407,206	405,939	403,932	-0.31	-0.49
	Female Population Age 10 to 13 Years	347,594	347,369	341,266	-0.06	-1.76
	Female Population Age 14 to 17 Years	369,722	370,060	370,194	0.09	0.04
Population in School						
	Nursery or Preschool	204,435	209,794	222,831	2.62	6.21
	Kindergarten	168,968	168,127	170,592	-0.50	1.47
	Grades 1 to 4	653,443	634,557	605,177	-2.89	-4.63
	Grades 5 to 8	696,934	675,664	642,118	-3.05	-4.96
	Grades 9 to 12	800,305	786,510	764,818	-1.72	-2.76
Population in School by Gender						
	Male Enrolled in School	1,290,861	1,266,875	1,236,089	-1.86	-2.43
	Female Enrolled in School	1,233,224	1,207,777	1,169,447	-2.06	-3.17
Male Population in School by Grade						
	Male Nursery or Preschool	104,623	107,277	113,529	2.54	5.83
	Male Kindergarten	86,316	86,423	88,630	0.12	2.55
	Male Grades 1 to 4	333,805	326,182	314,417	-2.28	-3.61
	Male Grades 5 to 8	356,328	344,372	327,258	-3.36	-4.97
	Male Grades 9 to 12	409,789	402,621	392,255	-1.75	-2.57
Female Population in School by Grade						
	Female Nursery or Preschool	99,812	102,517	109,302	2.71	6.62
	Female Kindergarten	82,652	81,704	81,962	-1.15	0.32
	Female Grades 1 to 4	319,638	308,375	290,760	-3.52	-5.71
	Female Grades 5 to 8	340,606	331,292	314,860	-2.73	-4.96
	Female Grades 9 to 12	390,516	383,889	372,563	-1.70	-2.95
Population in School						
	Education, Total Enrollment (Pop 3+)	2,524,085	2,474,652	2,405,536	-1.96	-2.79
	Education, Not Enrolled in School (Pop 3+)	8,692,590	8,934,083	9,421,374	2.78	5.45
Population in Public vs Private School						
	Education, Enrolled Private Schools (Pop 3+)	309,012	302,584	294,564	-2.08	-2.65
	Education, Enrolled Private Preprimary (Pop 3+)	86,692	87,868	90,561	1.36	3.06
	Education, Enrolled Private Elementary or High School (Pop 3+)	222,320	214,716	204,003	-3.42	-4.99
	Education, Enrolled Public Schools (Pop 3+)	2,215,073	2,172,068	2,110,972	-1.94	-2.81

Education, Enrolled Public Preprimary (Pop 3+)	117,743	121,926	132,270	3.55	8.48
Education, Enrolled Public Elementary or High School (Pop 3+)	2,097,330	2,050,142	1,978,702	-2.25	-3.48

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

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

Male Education, Enrolled Private Schools (Pop 3+)	158,045	154,896	151,161	-1.99	-2.41
Male Education, Enrolled Private Preprimary (Pop 3+)	44,366	44,931	46,139	1.27	2.69
Male Education, Enrolled Private Elementary or High School (Pop 3+)	113,679	109,965	105,021	-3.27	-4.50
Male Education, Enrolled Public Schools (Pop 3+)	1,132,815	1,111,979	1,084,929	-1.84	-2.43
Male Education, Enrolled Public Preprimary (Pop 3+)	60,257	62,346	67,389	3.47	8.09
Male Education, Enrolled Public Elementary or High School (Pop 3+)	1,072,558	1,049,633	1,017,539	-2.14	-3.06

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

Female Education, Enrolled Private Schools (Pop 3+)	150,967	147,688	143,403	-2.17	-2.90
Female Education, Enrolled Private Preprimary (Pop 3+)	42,326	42,937	44,422	1.44	3.46
Female Education, Enrolled Private Elementary or High School (Pop 3+)	108,641	104,751	98,982	-3.58	-5.51
Female Education, Enrolled Public Schools (Pop 3+)	1,082,258	1,060,089	1,026,043	-2.05	-3.21
Female Education, Enrolled Public Preprimary (Pop 3+)	57,486	59,580	64,881	3.64	8.90
Female Education, Enrolled Public Elementary or High School (Pop 3+)	1,024,772	1,000,509	961,163	-2.37	-3.93

#### Population by Race

White Population, Alone	6,767,357	7,044,518	7,551,605	4.10	7.20
Black Population, Alone	907,618	921,482	944,743	1.53	2.52
Asian Population, Alone	1,920,117	2,003,694	2,161,776	4.35	7.89
American Indian and Alaska Native Population, Alone	90,960	100,044	120,702	9.99	20.65
Other Race Population, Alone	2,576,273	2,353,890	1,989,348	-8.63	-15.49
Two or More Races Population	566,512	673,627	917,940	18.91	36.27

#### Population by Ethnicity

Hispanic Population	5,700,862	5,884,309	6,221,267	3.22	5.73
White Non-Hispanic Population	4,056,818	3,817,125	3,664,969	-5.91	-3.99

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

Percent of White Population, Alone	52.75	53.79	55.18	1.97	2.58
Percent of Black Population, Alone	7.07	7.04	6.90	-0.42	-1.99
Percent of Asian Population, Alone	14.97	15.30	15.80	2.20	3.27
Percent of American Indian and Alaska Native Population, Alone	0.71	0.76	0.88	7.04	15.79
Percent of Other Race Population, Alone	20.08	17.97	14.54	-10.51	-19.09
Percent of Two or More Races Population, Alone	4.42	5.14	6.71	16.29	30.54

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

Percent of Hispanic Population	44.44	44.93	45.46	1.10	1.18
Percent of White Non-Hispanic Population	31.62	29.14	26.78	-7.84	-8.10

#### Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	1,682,814	1,730,415	1,829,610	2.83	5.73
Education Attainment, Master's Degree (Pop 25+)	585,284	617,678	686,707	5.53	11.18
Education Attainment, Professional Degree (Pop 25+)	205,079	211,354	224,755	3.06	6.34
Education Attainment, Doctorate Degree (Pop 25+)	108,103	115,067	131,249	6.44	14.06

#### Household Income

Household Income, Median (\$)	62,879	66,605	85,419	5.93	28.25
Household Income, Average (\$)	90,085	93,214	119,114	3.47	27.79

#### Households by Income

Households with Income Less than \$25,000	848,006	812,066	643,082	-4.24	-20.81
Households with Income \$25,000 to \$49,999	894,578	869,039	741,233	-2.85	-14.71
Households with Income \$50,000 to \$74,999	726,803	715,868	642,557	-1.50	-10.24
Households with Income \$75,000 to \$99,999	538,455	552,608	580,251	2.63	5.00
Households with Income \$100,000 to \$124,999	378,723	404,364	505,010	6.77	24.89
Households with Income \$125,000 to \$149,999	256,595	279,407	394,005	8.89	41.01
Households with Income \$150,000 to \$199,999	274,711	307,534	391,275	11.95	27.23
Households with Income \$200,000 and Over	316,114	372,263	639,987	17.76	71.92

#### Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	42,939	44,539	50,549	3.73	13.49
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	42,681	43,934	48,858	2.94	11.21
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	36,466	37,261	40,446	2.18	8.55
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	38,848	39,876	44,164	2.65	10.75
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	30,452	32,243	41,460	5.88	28.59
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	30,269	31,805	40,073	5.07	26.00
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	25,861	26,974	33,174	4.30	22.99
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	27,551	28,867	36,223	4.78	25.48
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	33,204	36,328	43,916	9.41	20.89
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	33,005	35,834	42,447	8.57	18.45

Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	28,198	30,392	35,138	7.78	15.62
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	30,040	32,525	38,369	8.27	17.97
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	22,237	25,702	42,260	15.58	64.42
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	22,104	25,352	40,846	14.69	61.12
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	18,885	21,502	33,813	13.86	57.26
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	20,119	23,011	36,922	14.37	60.45
Families with one or more children aged 0-4 and Income \$350,000 and over	16,480	18,975	31,232	15.14	64.60
Families with one or more children aged 5-9 and Income \$350,000 and over	16,382	18,717	30,187	14.25	61.28
Families with one or more children aged 10-13 and Income \$350,000 and over	13,996	15,874	24,990	13.42	57.43
Families with one or more children aged 14-17 and Income \$350,000 and over	14,910	16,988	27,287	13.94	60.63

#### Households by Home Value

Housing, Owner Households Valued Less than \$250,000	294,650	315,849	361,442	7.19	14.44
Housing, Owner Households Valued \$250,000-\$299,999	116,040	127,997	152,310	10.30	18.99
Housing, Owner Households Valued \$300,000-\$399,999	338,045	380,085	466,750	12.44	22.80
Housing, Owner Households Valued \$400,000-\$499,999	332,471	325,882	319,003	-1.98	-2.11
Housing, Owner Households Valued \$500,000-\$749,999	580,174	533,224	455,185	-8.09	-14.64
Housing, Owner Households Valued \$750,000-\$999,999	243,291	233,884	216,871	-3.87	-7.27
Housing, Owner Households Valued More than \$1,000,000	228,391	222,929	213,203	-2.39	-4.36

#### Households by Length of Residence

Length of Residence Less than 2 Years	568,817	655,920	835,417	15.31	27.37
Length of Residence 3 to 5 Years	853,225	983,880	1,253,125	15.31	27.37
Length of Residence 6 to 10 Years	1,510,723	1,436,117	1,328,328	-4.94	-7.51
Length of Residence More than 10 Years	1,301,221	1,237,233	1,120,530	-4.92	-9.43

#### Households by Race and Income

##### White Households by Income

White Households with Income Less than \$25,000	427,376	431,617	333,716	0.99	-22.68
White Households with Income \$25,000 to \$49,999	477,636	484,868	416,711	1.51	-14.06
White Households with Income \$50,000 to \$74,999	404,403	410,893	366,356	1.60	-10.84
White Households with Income \$75,000 to \$99,999	313,854	321,116	329,785	2.31	2.70
White Households with Income \$100,000 to \$124,999	240,082	246,088	274,273	2.50	11.45
White Households with Income \$125,000 to \$149,999	168,358	174,730	231,917	3.78	32.73
White Households with Income \$150,000 to \$199,999	195,557	203,000	262,496	3.81	29.31
White Households with Income \$200,000 and Over	257,978	275,412	470,490	6.76	70.83

##### Black Households by Income

Black Households with Income Less than \$25,000	108,416	101,774	102,917	-6.13	1.12
Black Households with Income \$25,000 to \$49,999	81,496	79,424	81,226	-2.54	2.27
Black Households with Income \$50,000 to \$74,999	59,598	58,548	62,251	-1.76	6.32
Black Households with Income \$75,000 to \$99,999	38,420	42,704	45,858	11.15	7.39
Black Households with Income \$100,000 to \$124,999	24,462	27,223	33,000	11.29	21.22
Black Households with Income \$125,000 to \$149,999	14,422	18,994	22,252	31.70	17.15
Black Households with Income \$150,000 to \$199,999	12,733	17,356	20,064	36.31	15.60
Black Households with Income \$200,000 and Over	9,396	14,655	19,383	55.97	32.26

##### Asian Households by Income

Asian Households with Income Less than \$25,000	153,474	144,464	116,808	-5.87	-19.14
Asian Households with Income \$25,000 to \$49,999	138,076	132,402	113,414	-4.11	-14.34
Asian Households with Income \$50,000 to \$74,999	113,538	111,519	101,557	-1.78	-8.93
Asian Households with Income \$75,000 to \$99,999	81,633	87,764	103,306	7.51	17.71
Asian Households with Income \$100,000 to \$124,999	48,715	58,715	97,516	20.53	66.08
Asian Households with Income \$125,000 to \$149,999	32,439	39,969	68,095	23.21	70.37
Asian Households with Income \$150,000 to \$199,999	33,254	41,680	47,058	25.34	12.90
Asian Households with Income \$200,000 and Over	21,497	36,211	72,562	68.45	100.39

#### American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	3,774	3,598	2,499	-4.66	-30.54
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	4,757	4,589	4,068	-3.53	-11.35
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	5,655	5,551	3,205	-1.84	-42.26
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	5,972	6,143	3,492	2.86	-43.15
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	3,411	3,742	8,246	9.70	120.36
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	2,184	618	4,798	-71.70	676.38
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	1,263	3,130	3,317	147.82	5.97
American Indian and Alaska Native Households with Income \$200,000 and Over	458	604	2,690	31.88	345.36

#### Other Race Households by Income

Other Race Households with Income Less than \$25,000	131,317	109,801	65,002	-16.38	-40.80
Other Race Households with Income \$25,000 to \$49,999	167,536	143,790	97,393	-14.17	-32.27
Other Race Households with Income \$50,000 to \$74,999	120,377	106,717	84,446	-11.35	-20.87
Other Race Households with Income \$75,000 to \$99,999	78,403	73,187	71,079	-6.65	-2.88
Other Race Households with Income \$100,000 to \$124,999	47,159	47,777	52,952	1.31	10.83
Other Race Households with Income \$125,000 to \$149,999	26,313	28,592	36,251	8.66	26.79

Other Race Households with Income \$150,000 to \$199,999	20,775	23,015	30,996	10.78	34.68
Other Race Households with Income \$200,000 and Over	12,632	16,592	26,262	31.35	58.28
<b>Two or More Races Households by Income</b>					
Two or More Races Households with Income Less than \$25,000	23,649	20,812	22,140	-12.00	6.38
Two or More Races Households with Income \$25,000 to \$49,999	25,077	23,966	28,421	-4.43	18.59
Two or More Races Households with Income \$50,000 to \$74,999	23,232	22,640	24,742	-2.55	9.28
Two or More Races Households with Income \$75,000 to \$99,999	20,173	21,694	26,731	7.54	23.22
Two or More Races Households with Income \$100,000 to \$124,999	14,894	20,819	39,023	39.78	87.44
Two or More Races Households with Income \$125,000 to \$149,999	12,879	16,504	30,692	28.15	85.97
Two or More Races Households with Income \$150,000 to \$199,999	11,129	19,353	27,344	73.90	41.29
Two or More Races Households with Income \$200,000 and Over	14,153	28,789	48,600	103.41	68.81
<b>Households by Ethnicity and Income</b>					
<b>Hispanic Households by Income</b>					
Hispanic Households with Income Less than \$25,000	318,080	249,456	253,173	-21.57	1.49
Hispanic Households with Income \$25,000 to \$49,999	388,647	340,017	346,303	-12.51	1.85
Hispanic Households with Income \$50,000 to \$74,999	274,790	267,360	275,883	-2.70	3.19
Hispanic Households with Income \$75,000 to \$99,999	168,066	196,576	204,916	16.96	4.24
Hispanic Households with Income \$100,000 to \$124,999	98,544	129,503	135,484	31.42	4.62
Hispanic Households with Income \$125,000 to \$149,999	54,384	82,357	84,408	51.44	2.49
Hispanic Households with Income \$150,000 to \$199,999	47,869	71,820	72,283	50.03	0.64
Hispanic Households with Income \$200,000 and Over	29,688	62,091	62,896	109.15	1.30
<b>White Non-Hispanic Households by Income</b>					
White Non-Hispanic Households with Income Less than \$25,000	283,111	258,676	185,583	-8.63	-28.26
White Non-Hispanic Households with Income \$25,000 to \$49,999	302,983	278,309	216,159	-8.14	-22.33
White Non-Hispanic Households with Income \$50,000 to \$74,999	279,709	257,423	201,373	-7.97	-21.77
White Non-Hispanic Households with Income \$75,000 to \$99,999	232,540	216,426	192,316	-6.93	-11.14
White Non-Hispanic Households with Income \$100,000 to \$124,999	187,232	176,494	170,930	-5.74	-3.15
White Non-Hispanic Households with Income \$125,000 to \$149,999	134,058	129,186	154,986	-3.63	19.97
White Non-Hispanic Households with Income \$150,000 to \$199,999	163,883	158,622	184,203	-3.21	16.13
White Non-Hispanic Households with Income \$200,000 and Over	224,711	229,649	369,397	2.20	60.85

**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+)