



## The NAIS Demographic Center 2013 Local Area Reports

**CBSA : Miami-Fort Lauderdale-West Palm Beach, FL**

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 682,449 to 694,723 (1.80 percent) in the CBSA of **Miami-Fort Lauderdale-West Palm Beach, FL**. This number is expected to increase by 2.15 percent during the next five years, totaling 709,625 in 2018.
- The *School Age Population* group is expected to decrease in 2018. Compared to the 2010-2013 increase of 1.16 percent, the population of children *Age 0 to 17 Years* is projected to decrease by **-0.42** percent from 1,219,974 in 2013 to 1,214,891 in 2018.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by **-0.54** percent from 596,049 in 2013 to 592,835 in 2018, while the *Male Population Age 0 to 17 Years* group will decrease by **-0.30** percent from 623,925 in 2013 to 622,056 in 2018.

#### Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 1.24 percent from 161,427 in 2013 to 163,425 in 2018, and increase by 3.27 percent for boys in the same age group from 169,816 in 2013 to 175,374 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	167,187	166,201	-0.59	161,167	161,468	0.19
Age 5 to 9 Years	169,816	175,374	3.27	161,427	163,425	1.24
Age 10 to 13 Years	140,628	139,296	-0.95	135,862	137,563	1.25
Age 14 to 17 Years	146,294	141,185	-3.49	137,593	130,379	-5.24

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 2.95 percent and **-2.79** percent, respectively, between 2013 and 2018, while *Nursery or Preschool* is expected to increase by 1.00 percent from 91,549 in 2013 to 92,463 in 2018. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 1.40 percent and increase 0.61 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	91,549	92,463	1.00	46,614	46,899	0.61	44,935	45,564	1.40
Kindergarten	64,842	66,752	2.95	33,242	34,553	3.94	31,600	32,199	1.90
Grades 1 to 4	252,893	245,830	-2.79	129,649	127,250	-1.85	123,244	118,580	-3.78
Grades 5 to 8	277,611	293,371	5.68	141,198	147,604	4.54	136,413	145,767	6.86
Grades 9 to 12	281,534	268,633	-4.58	145,081	139,661	-3.74	136,453	128,972	-5.48

#### Enrollment in Private Schools

- The population enrolled in private schools decreased by **-2.14** percent during the years 2010-2013; and is expected to decrease by **-3.56** percent in 2018 from 160,307 in 2013 to 154,597 in 2018. While total public school enrollment increased 1.06 percent during the years 2010-2013, it will increase by 0.54 percent between 2013 and 2018.
- During 2010-2013, male preprimary enrollment in private schools decreased by **-0.07** percent and female preprimary enrollment by 0.08 percent. During 2013-2018, male preprimary enrollment in private schools is anticipated to decrease by **-1.04** percent from 26,169 in 2013 to 25,897 in 2018; while female preprimary enrollment is expected to decrease by **-0.26** percent from 25,226 in 2013 to 25,160 in 2018. Further, the anticipated changes in male and female enrollment rates for elementary and high school are **-4.63** percent and **-5.25** percent, respectively.

#### Population by Race and Ethnicity

- The African American population increased by 7.07 percent between 2010-2013; the population of Hispanics increased by 6.61 percent; the Asian population increased by 12.54 percent; the American Indian and Alaska Native population increased by 11.43 percent. The Other Race population decreased by **-10.55** percent; and the population of Two or More Races increased by 2.56 percent; and the White population increased by 3.40 percent during the years 2010-2013.
- While the White population represents 70.01 percent of the total population, it is expected to increase from 4,047,212 in 2013 to 4,218,131 in 2018 (4.22 percent). All other racial/ethnic groups are predicted to vary between 2013 and 2018, especially the Hispanic population, which will increase from 2,465,928 in 2013 to 2,768,692 in 2018 (12.28 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 12,139 in 2013 to 16,215 in 2018 (33.58 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	17,767	21,129	18.92	11,780	15,774	33.90	12,139	16,215	33.58	8,055	13,562	68.37	6,099	10,309	69.03
Aged 5-9	17,923	21,846	21.89	11,884	16,310	37.24	12,245	16,766	36.92	8,126	14,023	72.57	6,152	10,660	73.28
Aged 10-13	14,961	17,852	19.32	9,920	13,328	34.35	10,221	13,700	34.04	6,783	11,459	68.94	5,135	8,711	69.64

Aged 14-17	15,361	17,511	14,00	10,185	13,073	28,36	10,495	13,438	28,04	6,964	11,240	61,40	5,273	8,544	62,03
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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 26.41 percent, from 2,806 in 2013 to 3,547 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	26,014	34,130	31.20	3,633	6,966	91.74	703	3,541	403.70	4,868	5,501	13.00	6,390	10,018	105.79
Income \$125,000 to \$149,999	14,643	19,094	30.40	3,048	5,415	77.66	69	897	1,200.00	2,806	3,547	26.41	4,049	5,564	37.42
Income \$150,000 to \$199,999	11,831	15,419	30.33	3,353	3,698	10.29	416	986	137.02	2,416	2,972	23.01	4,870	6,068	24.60
Income \$200,000 and Over	8,109	12,044	48.53	1,505	4,469	196.94	113	448	296.46	2,067	3,189	54.28	6,294	9,892	57.17

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 41,046 in 2013 to 44,637 in 2018 (8.75 percent).

	HISPANIC HOUSEHOLDS		
	2013	2018	% Growth (2013-2018)
Income \$100,000 to \$124,999	63,465	67,575	6.48
Income \$125,000 to \$149,999	39,776	43,697	9.86
Income \$150,000 to \$199,999	38,010	39,393	3.64
Income \$200,000 and Over	41,046	44,637	8.75

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 -1.44 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 96,331 in 2013 to 85,316 in 2018 (-11.43 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2013	2018	% Growth (2010-2013)	% Growth (2013-2018)
Less than \$250,000	713,902	748,268	801,088	4.81	7.06
\$250,000-\$299,999	139,052	137,053	129,119	-1.44	-5.79
\$300,000-\$399,999	201,002	186,918	158,226	-7.01	-15.35
\$400,000-\$499,999	101,168	96,331	85,316	-4.78	-11.43
\$500,000-\$749,999	97,154	94,066	86,052	-3.18	-8.52
\$750,000-\$999,999	33,857	32,924	30,353	-2.76	-7.81
More than \$1,000,000	42,964	41,768	38,672	-2.78	-7.41

#### Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Miami-Fort Lauderdale-West Palm Beach, FL** increased 3.86 percent, from 716,253 in 2010 to 743,936 in 2013. This number is expected to increase by 5.13 percent through 2018. For people older than 25 years of age who hold graduate degrees, their numbers increased from 415,305 in 2010 to 443,455 in 2013 (6.78 percent), and it is forecasted this population will increase an additional 11.35 percent by the year 2018.

## Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Miami-Fort Lauderdale-West Palm Beach, FL** 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: Miami-Fort Lauderdale-West Palm Beach, FL

CBSA Code: 33100

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

State Name: Florida

Dominant Profile: Apartments (20 or more units)

					% Growth	% Growth Forecast
	Description	2010	2013	2018 (2010-2013)		(2013-2018)
Total Population and Households						
	Population	5,564,635	5,781,003	6,098,227	3.89	5.49
	Households	2,097,626	2,175,417	2,296,636	3.71	5.57
Households with School Age Population						
	Households with Children Age 0 to 17 Years	682,449	694,723	709,625	1.80	2.15
	Percent of Households with Children Age 0 to 17 Years	32.53	31.94	30.90	-1.81	-3.26
School Age Population						
	Population Age 0 to 17 Years	1,205,961	1,219,974	1,214,891	1.16	-0.42
	Population Age 0 to 4 Years	324,045	328,354	327,669	1.33	-0.21
	Population Age 5 to 9 Years	322,171	331,243	338,799	2.82	2.28
	Population Age 10 to 13 Years	273,332	276,490	276,859	1.16	0.13
	Population Age 14 to 17 Years	286,413	283,887	271,564	-0.88	-4.34
School Age Population by Gender						
	Male Population Age 0 to 17 Years	616,374	623,925	622,056	1.23	-0.30
	Female Population Age 0 to 17 Years	589,587	596,049	592,835	1.10	-0.54
Male School Age Population by Age						
	Male Population Age 0 to 4 Years	165,124	167,187	166,201	1.25	-0.59
	Male Population Age 5 to 9 Years	164,387	169,816	175,374	3.30	3.27
	Male Population Age 10 to 13 Years	140,002	140,628	139,296	0.45	-0.95
	Male Population Age 14 to 17 Years	146,861	146,294	141,185	-0.39	-3.49
Female School Age Population by Age						
	Female Population Age 0 to 4 Years	158,921	161,167	161,468	1.41	0.19
	Female Population Age 5 to 9 Years	157,784	161,427	163,425	2.31	1.24
	Female Population Age 10 to 13 Years	133,330	135,862	137,563	1.90	1.25
	Female Population Age 14 to 17 Years	139,552	137,593	130,379	-1.40	-5.24
Population in School						
	Nursery or Preschool	90,851	91,549	92,463	0.77	1.00
	Kindergarten	64,099	64,842	66,752	1.16	2.95
	Grades 1 to 4	254,603	252,893	245,830	-0.67	-2.79
	Grades 5 to 8	267,378	277,611	293,371	3.83	5.68
	Grades 9 to 12	286,510	281,534	268,633	-1.74	-4.58
Population in School by Gender						
	Male Enrolled in School	492,775	495,784	495,967	0.61	0.04
	Female Enrolled in School	470,666	472,645	471,082	0.42	-0.33
Male Population in School by Grade						
	Male Nursery or Preschool	46,295	46,614	46,899	0.69	0.61
	Male Kindergarten	32,706	33,242	34,553	1.64	3.94
	Male Grades 1 to 4	129,911	129,649	127,250	-0.20	-1.85
	Male Grades 5 to 8	136,952	141,198	147,604	3.10	4.54
	Male Grades 9 to 12	146,911	145,081	139,661	-1.25	-3.74
Female Population in School by Grade						
	Female Nursery or Preschool	44,556	44,935	45,564	0.85	1.40
	Female Kindergarten	31,393	31,600	32,199	0.66	1.90
	Female Grades 1 to 4	124,692	123,244	118,580	-1.16	-3.78
	Female Grades 5 to 8	130,426	136,413	145,767	4.59	6.86
	Female Grades 9 to 12	139,599	136,453	128,972	-2.25	-5.48
Population in School						
	Education, Total Enrollment (Pop 3+)	963,441	968,429	967,049	0.52	-0.14
	Education, Not Enrolled in School (Pop 3+)	3,993,816	4,153,310	4,372,443	3.99	5.28
Population in Public vs Private School						
	Education, Enrolled Private Schools (Pop 3+)	163,813	160,307	154,597	-2.14	-3.56
	Education, Enrolled Private Preprimary (Pop 3+)	51,393	51,395	51,057	0.00	-0.66
	Education, Enrolled Private Elementary or High School (Pop 3+)	112,420	108,912	103,540	-3.12	-4.93
	Education, Enrolled Public Schools (Pop 3+)	799,628	808,122	812,452	1.06	0.54

Education, Enrolled Public Preprimary (Pop 3+)	39,458	40,154	41,406	1.76	3.12
Education, Enrolled Public Elementary or High School (Pop 3+)	760,170	767,968	771,046	1.03	0.40

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

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

Male Education, Enrolled Private Schools (Pop 3+)	83,703	81,955	79,099	-2.09	-3.48
Male Education, Enrolled Private Preprimary (Pop 3+)	26,188	26,169	25,897	-0.07	-1.04
Male Education, Enrolled Private Elementary or High School (Pop 3+)	57,515	55,786	53,202	-3.01	-4.63
Male Education, Enrolled Public Schools (Pop 3+)	409,072	413,829	416,868	1.16	0.73
Male Education, Enrolled Public Preprimary (Pop 3+)	20,107	20,445	21,002	1.68	2.72
Male Education, Enrolled Public Elementary or High School (Pop 3+)	388,965	393,384	395,866	1.14	0.63

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

Female Education, Enrolled Private Schools (Pop 3+)	80,110	78,352	75,498	-2.19	-3.64
Female Education, Enrolled Private Preprimary (Pop 3+)	25,205	25,226	25,160	0.08	-0.26
Female Education, Enrolled Private Elementary or High School (Pop 3+)	54,905	53,126	50,338	-3.24	-5.25
Female Education, Enrolled Public Schools (Pop 3+)	390,556	394,293	395,584	0.96	0.33
Female Education, Enrolled Public Preprimary (Pop 3+)	19,351	19,709	20,404	1.85	3.53
Female Education, Enrolled Public Elementary or High School (Pop 3+)	371,205	374,584	375,180	0.91	0.16

#### Population by Race

White Population, Alone	3,914,239	4,047,212	4,218,131	3.40	4.22
Black Population, Alone	1,169,185	1,251,899	1,389,447	7.07	10.99
Asian Population, Alone	127,920	143,963	176,251	12.54	22.43
American Indian and Alaska Native Population, Alone	16,108	17,949	23,527	11.43	31.08
Other Race Population, Alone	197,183	176,390	140,832	-10.55	-20.16
Two or More Races Population	140,000	143,590	150,039	2.56	4.49

#### Population by Ethnicity

Hispanic Population	2,312,929	2,465,928	2,768,692	6.61	12.28
White Non-Hispanic Population	1,937,941	1,894,958	1,824,080	-2.22	-3.74

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

Percent of White Population, Alone	70.34	70.01	69.17	-0.47	-1.20
Percent of Black Population, Alone	21.01	21.66	22.78	3.09	5.17
Percent of Asian Population, Alone	2.30	2.49	2.89	8.26	16.06
Percent of American Indian and Alaska Native Population, Alone	0.29	0.31	0.39	6.90	25.81
Percent of Other Race Population, Alone	3.54	3.05	2.31	-13.84	-24.26
Percent of Two or More Races Population, Alone	2.52	2.48	2.46	-1.59	-0.81

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

Percent of Hispanic Population	41.56	42.66	45.40	2.65	6.42
Percent of White Non-Hispanic Population	34.83	32.78	29.91	-5.89	-8.76

#### Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	716,253	743,936	782,076	3.86	5.13
Education Attainment, Master's Degree (Pop 25+)	264,261	288,778	332,988	9.28	15.31
Education Attainment, Professional Degree (Pop 25+)	105,888	104,212	99,769	-1.58	-4.26
Education Attainment, Doctorate Degree (Pop 25+)	45,156	50,465	61,041	11.76	20.96

#### Household Income

Household Income, Median (\$)	51,667	54,410	68,178	5.31	25.30
Household Income, Average (\$)	74,459	76,697	96,736	3.01	26.13

#### Households by Income

Households with Income Less than \$25,000	512,505	507,022	420,433	-1.07	-17.08
Households with Income \$25,000 to \$49,999	511,888	514,498	462,853	0.51	-10.04
Households with Income \$50,000 to \$74,999	366,123	375,206	364,489	2.48	-2.86
Households with Income \$75,000 to \$99,999	239,751	255,799	294,747	6.69	15.23
Households with Income \$100,000 to \$124,999	156,143	171,633	218,757	9.92	27.46
Households with Income \$125,000 to \$149,999	98,641	109,310	157,139	10.82	43.76
Households with Income \$150,000 to \$199,999	99,151	111,025	152,817	11.98	37.64
Households with Income \$200,000 and Over	113,424	130,924	225,401	15.43	72.16

#### Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	16,452	17,767	21,129	7.99	18.92
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	16,356	17,923	21,846	9.58	21.89
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	13,877	14,961	17,852	7.81	19.32
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	14,541	15,361	17,511	5.64	14.00
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	10,804	11,780	15,774	9.03	33.90
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	10,742	11,884	16,310	10.63	37.24
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	9,113	9,920	13,328	8.86	34.35
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	9,549	10,185	13,073	6.66	28.36
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	10,972	12,139	16,215	10.64	33.58
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	10,909	12,245	16,766	12.25	36.92

Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	9,255	10,221	13,700	10.44	34.04
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	9,698	10,495	13,438	8.22	28.04
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	6,995	8,055	13,562	15.15	68.37
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	6,955	8,126	14,023	16.84	72.57
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	5,900	6,783	11,459	14.97	68.94
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	6,183	6,964	11,240	12.63	61.40
Families with one or more children aged 0-4 and Income \$350,000 and over	5,391	6,099	10,309	13.13	69.03
Families with one or more children aged 5-9 and Income \$350,000 and over	5,360	6,152	10,660	14.78	73.28
Families with one or more children aged 10-13 and Income \$350,000 and over	4,547	5,135	8,711	12.93	69.64
Families with one or more children aged 14-17 and Income \$350,000 and over	4,765	5,273	8,544	10.66	62.03

#### Households by Home Value

Housing, Owner Households Valued Less than \$250,000	713,902	748,268	801,088	4.81	7.06
Housing, Owner Households Valued \$250,000-\$299,999	139,052	137,053	129,119	-1.44	-5.79
Housing, Owner Households Valued \$300,000-\$399,999	201,002	186,918	158,226	-7.01	-15.35
Housing, Owner Households Valued \$400,000-\$499,999	101,168	96,331	85,316	-4.78	-11.43
Housing, Owner Households Valued \$500,000-\$749,999	97,154	94,066	86,052	-3.18	-8.52
Housing, Owner Households Valued \$750,000-\$999,999	33,857	32,924	30,353	-2.76	-7.81
Housing, Owner Households Valued More than \$1,000,000	42,964	41,768	38,672	-2.78	-7.41

#### Households by Length of Residence

Length of Residence Less than 2 Years	300,894	352,369	449,595	17.11	27.59
Length of Residence 3 to 5 Years	451,341	528,553	674,392	17.11	27.59
Length of Residence 6 to 10 Years	805,791	781,122	723,220	-3.06	-7.41
Length of Residence More than 10 Years	539,600	513,374	449,429	-4.86	-12.46

#### Households by Race and Income

##### White Households by Income

White Households with Income Less than \$25,000	362,113	365,558	281,118	0.95	-23.10
White Households with Income \$25,000 to \$49,999	368,211	373,349	320,460	1.40	-14.17
White Households with Income \$50,000 to \$74,999	269,796	275,169	257,957	1.99	-6.26
White Households with Income \$75,000 to \$99,999	181,703	187,927	213,449	3.43	13.58
White Households with Income \$100,000 to \$124,999	124,993	130,025	158,601	4.03	21.98
White Households with Income \$125,000 to \$149,999	80,255	84,695	122,622	5.53	44.78
White Households with Income \$150,000 to \$199,999	83,359	88,139	123,674	5.73	40.32
White Households with Income \$200,000 and Over	104,100	112,836	195,359	8.39	73.14

##### Black Households by Income

Black Households with Income Less than \$25,000	121,195	115,752	119,835	-4.49	3.53
Black Households with Income \$25,000 to \$49,999	107,228	107,493	114,998	0.25	6.98
Black Households with Income \$50,000 to \$74,999	67,964	72,591	81,830	6.81	12.73
Black Households with Income \$75,000 to \$99,999	37,106	46,482	56,277	25.27	21.07
Black Households with Income \$100,000 to \$124,999	18,613	26,014	34,130	39.76	31.20
Black Households with Income \$125,000 to \$149,999	9,764	14,643	19,094	49.97	30.40
Black Households with Income \$150,000 to \$199,999	7,963	11,831	15,419	48.57	30.33
Black Households with Income \$200,000 and Over	4,216	8,109	12,044	92.34	48.53

##### Asian Households by Income

Asian Households with Income Less than \$25,000	8,676	8,501	6,982	-2.02	-17.87
Asian Households with Income \$25,000 to \$49,999	10,864	11,254	10,574	3.59	-6.04
Asian Households with Income \$50,000 to \$74,999	9,207	9,534	9,141	3.55	-4.12
Asian Households with Income \$75,000 to \$99,999	5,112	6,578	10,979	28.68	66.90
Asian Households with Income \$100,000 to \$124,999	3,242	3,633	6,966	12.06	91.74
Asian Households with Income \$125,000 to \$149,999	2,258	3,048	5,415	34.99	77.66
Asian Households with Income \$150,000 to \$199,999	2,443	3,353	3,698	37.25	10.29
Asian Households with Income \$200,000 and Over	453	1,505	4,469	232.23	196.94

##### American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	406	396	367	-2.46	-7.32
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	526	480	374	-8.75	-22.08
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	1,035	1,065	521	2.90	-51.08
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	1,846	1,880	884	1.84	-52.98
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	505	703	3,541	39.21	403.70
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	304	69	897	-77.30	1200.00
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	174	416	986	139.08	137.02
American Indian and Alaska Native Households with Income \$200,000 and Over	74	113	448	52.70	296.46

##### Other Race Households by Income

Other Race Households with Income Less than \$25,000	11,996	10,459	6,461	-12.81	-38.23
Other Race Households with Income \$25,000 to \$49,999	16,283	14,247	9,538	-12.50	-33.05
Other Race Households with Income \$50,000 to \$74,999	11,134	10,089	8,158	-9.39	-19.14
Other Race Households with Income \$75,000 to \$99,999	7,817	7,116	7,122	-8.97	0.08
Other Race Households with Income \$100,000 to \$124,999	4,671	4,868	5,501	4.22	13.00
Other Race Households with Income \$125,000 to \$149,999	2,426	2,806	3,547	15.66	26.41

Other Race Households with Income \$150,000 to \$199,999	2,423	2,416	2,972	-0.29	23.01
Other Race Households with Income \$200,000 and Over	1,517	2,067	3,189	36.26	54.28

#### Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	8,119	6,356	5,670	-21.71	-10.79
Two or More Races Households with Income \$25,000 to \$49,999	8,776	7,675	6,909	-12.55	-9.98
Two or More Races Households with Income \$50,000 to \$74,999	6,987	6,758	6,882	-3.28	1.83
Two or More Races Households with Income \$75,000 to \$99,999	6,167	5,816	6,036	-5.69	3.78
Two or More Races Households with Income \$100,000 to \$124,999	4,119	6,390	10,018	55.13	56.78
Two or More Races Households with Income \$125,000 to \$149,999	3,634	4,049	5,564	11.42	37.42
Two or More Races Households with Income \$150,000 to \$199,999	2,789	4,870	6,068	74.61	24.60
Two or More Races Households with Income \$200,000 and Over	3,064	6,294	9,892	105.42	57.17

#### Households by Ethnicity and Income

##### Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	214,390	177,668	185,821	-17.13	4.59
Hispanic Households with Income \$25,000 to \$49,999	207,548	191,976	200,362	-7.50	4.37
Hispanic Households with Income \$50,000 to \$74,999	138,004	138,869	145,183	0.63	4.55
Hispanic Households with Income \$75,000 to \$99,999	81,736	97,838	104,263	19.70	6.57
Hispanic Households with Income \$100,000 to \$124,999	48,833	63,465	67,575	29.96	6.48
Hispanic Households with Income \$125,000 to \$149,999	27,867	39,776	43,697	42.74	9.86
Hispanic Households with Income \$150,000 to \$199,999	25,955	38,010	39,393	46.45	3.64
Hispanic Households with Income \$200,000 and Over	24,714	41,046	44,637	66.08	8.75

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

White Non-Hispanic Households with Income Less than \$25,000	181,344	171,995	126,828	-5.16	-26.26
White Non-Hispanic Households with Income \$25,000 to \$49,999	198,031	188,804	153,648	-4.66	-18.62
White Non-Hispanic Households with Income \$50,000 to \$74,999	155,694	149,498	133,032	-3.98	-11.01
White Non-Hispanic Households with Income \$75,000 to \$99,999	109,997	107,569	114,099	-2.21	6.07
White Non-Hispanic Households with Income \$100,000 to \$124,999	79,527	78,446	89,212	-1.36	13.72
White Non-Hispanic Households with Income \$125,000 to \$149,999	52,207	52,716	72,190	0.97	36.94
White Non-Hispanic Households with Income \$150,000 to \$199,999	56,824	57,487	75,105	1.17	30.65
White Non-Hispanic Households with Income \$200,000 and Over	74,781	79,028	130,385	5.68	64.99

#### 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+)