



## The NAIS Demographic Center 2013 Local Area Reports

CBSA : New York-Newark-Jersey City, NY-NJ-PA

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 2,411,200 to 2,397,871 (-0.55 percent) in the CBSA of **New York-Newark-Jersey City, NY-NJ-PA**. This number is expected to increase by 1.54 percent during the next five years, totaling 2,434,684 in 2018.
- The *School Age Population* group is expected to decrease in 2018. Compared to the 2010-2013 decrease of -1.08 percent, the population of children *Age 0 to 17 Years* is projected to decrease by -0.60 percent from 4,430,825 in 2013 to 4,404,451 in 2018.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -0.51 percent from 2,163,453 in 2013 to 2,152,426 in 2018, while the *Male Population Age 0 to 17 Years* group will decrease by -0.68 percent from 2,267,372 in 2013 to 2,252,025 in 2018.

#### Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by -0.29 percent from 588,290 in 2013 to 586,561 in 2018, and decrease by -0.90 percent for boys in the same age group from 612,228 in 2013 to 606,694 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	613,583	613,278	-0.05	588,386	593,206	0.82
Age 5 to 9 Years	612,228	606,694	-0.90	588,290	586,561	-0.29
Age 10 to 13 Years	510,145	513,101	0.58	482,669	479,299	-0.70
Age 14 to 17 Years	531,416	518,952	-2.35	504,108	493,360	-2.13

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 6.78 percent and 1.09 percent, respectively, between 2013 and 2018, while *Nursery or Preschool* is expected to increase by 1.51 percent from 333,684 in 2013 to 338,726 in 2018. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 1.96 percent and increase 1.08 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	333,684	338,726	1.51	170,340	172,181	1.08	163,344	166,545	1.96
Kindergarten	249,950	266,904	6.78	127,467	135,704	6.46	122,483	131,200	7.12
Grades 1 to 4	937,318	947,570	1.09	478,004	481,779	0.79	459,314	465,791	1.41
Grades 5 to 8	977,959	986,639	0.88	502,512	510,122	1.51	475,447	476,517	0.23
Grades 9 to 12	1,057,135	1,033,129	-2.27	542,506	529,624	-2.37	514,629	503,505	-2.16

#### Enrollment in Private Schools

- The population enrolled in private schools decreased by -1.60 percent during the years 2010-2013; and is expected to increase by 0.02 percent in 2018 from 656,871 in 2013 to 656,987 in 2018. While total public school enrollment decreased -0.77 percent during the years 2010-2013, it will increase by 0.58 percent between 2013 and 2018.
- During 2010-2013, male preprimary enrollment in private schools decreased by -1.30 percent and female preprimary enrollment by -1.06 percent. During 2013-2018, male preprimary enrollment in private schools is anticipated to decrease by -0.12 percent from 90,419 in 2013 to 90,307 in 2018; while female preprimary enrollment is expected to increase by 0.75 percent from 86,706 in 2013 to 87,352 in 2018. Further, the anticipated changes in male and female enrollment rates for elementary and high school are -0.04 percent and -0.13 percent, respectively.

#### Population by Race and Ethnicity

- The African American population increased by 3.50 percent between 2010-2013; the population of Hispanics increased by 6.30 percent; the Asian population increased by 8.09 percent; the American Indian and Alaska Native population increased by 6.40 percent. The Other Race population decreased by -0.50 percent; and the population of Two or More Races increased by 16.73 percent; and the White population decreased by -0.68 percent during the years 2010-2013.
- While the White population represents 58.52 percent of the total population, it is expected to decrease from 11,624,255 in 2013 to 11,561,652 in 2018 (-0.54 percent). All other racial/ethnic groups are predicted to vary between 2013 and 2018, especially the Hispanic population, which will increase from 4,704,781 in 2013 to 5,254,707 in 2018 (11.69 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 67,799 in 2013 to 77,834 in 2018 (14.80 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	72,366	73,605	1.71	56,134	65,463	16.62	67,799	77,834	14.80	49,563	81,187	63.81	38,490	62,076	61.28
Aged 5-9	72,279	72,798	0.72	56,066	64,745	15.48	67,717	76,980	13.68	48,503	80,296	62.20	38,444	61,396	59.70
Aged 10-13	59,774	60,544	1.29	46,366	53,847	16.13	56,001	64,023	14.32	40,938	66,780	63.12	31,792	51,061	60.61

Aged 14-17	62,345	61,759	-0.94	48,361	54,927	13.58	58,410	65,307	11.81	42,699	68,120	59.54	33,160	52,086	57.07
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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 62.64 percent, from 22,875 in 2013 to 37,205 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	99,603	116,720	17.19	59,591	102,913	72.70	3,855	9,217	139.09	39,341	53,090	34.95	26,383	43,107	9.57
Income \$125,000 to \$149,999	68,847	81,893	18.95	45,654	78,272	71.45	291	3,423	1,076.29	22,875	37,205	62.64	20,249	35,745	76.53
Income \$150,000 to \$199,999	64,022	76,346	19.25	58,034	55,900	-3.68	2,816	4,726	67.83	21,054	31,000	47.24	21,509	33,369	55.14
Income \$200,000 and Over	51,905	70,296	35.43	48,629	112,574	131.50	499	2,875	476.15	16,558	33,603	102.94	32,978	57,154	73.31

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 71,807 in 2013 to 78,532 in 2018 (9.37 percent).

	HISPANIC HOUSEHOLDS		
	2013	2018	% Growth (2013-2018)
Income \$100,000 to \$124,999	113,979	124,840	9.53
Income \$125,000 to \$149,999	77,012	82,031	6.52
Income \$150,000 to \$199,999	70,391	77,420	9.99
Income \$200,000 and Over	71,807	78,532	9.37

13. The number of *Households by Home Value* also shifted between 2010 and 2013. In particular, the number of households with homes valued between \$250,000 and \$299,999 increased by 11.40 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 632,785 in 2013 to 575,130 in 2018 (-9.11 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2013	2018	% Growth (2010-2013)	% Growth (2013-2018)
Less than \$250,000	597,532	601,857	622,118	0.72	3.37
\$250,000-\$299,999	274,646	305,966	372,367	11.40	21.70
\$300,000-\$399,999	778,725	813,722	894,108	4.49	9.88
\$400,000-\$499,999	669,665	632,785	575,130	-5.51	-9.11
\$500,000-\$749,999	846,209	797,840	723,536	-5.72	-9.31
\$750,000-\$999,999	277,602	271,644	266,693	-2.15	-1.82
More than \$1,000,000	249,552	250,332	257,399	0.31	2.82

#### Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **New York-Newark-Jersey City, NY-NJ-PA** increased 4.48 percent, from 2,812,201 in 2010 to 2,938,327 in 2013. This number is expected to increase by 9.20 percent through 2018. For people older than 25 years of age who hold graduate degrees, their numbers increased from 1,964,648 in 2010 to 2,055,741 in 2013 (4.64 percent), and it is forecasted this population will increase an additional 10.01 percent by the year 2018.

## Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **New York-Newark-Jersey City, NY-NJ-PA** 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: New York-Newark-Jersey City, NY-NJ-PA

CBSA Code: 35620

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

State Name: New York

Dominant Profile: No Cars

					% Growth	% Growth Forecast
	Description	2010	2013	2018	(2010-2013)	(2013-2018)
Total Population and Households						
	Population	19,567,410	19,864,794	20,698,046	1.52	4.19
	Households	7,152,840	7,254,363	7,633,409	1.42	5.23
Households with School Age Population						
	Households with Children Age 0 to 17 Years	2,411,200	2,397,871	2,434,684	-0.55	1.54
	Percent of Households with Children Age 0 to 17 Years	33.71	33.05	31.90	-1.96	-3.48
School Age Population						
	Population Age 0 to 17 Years	4,478,998	4,430,825	4,404,451	-1.08	-0.60
	Population Age 0 to 4 Years	1,209,202	1,201,969	1,206,484	-0.60	0.38
	Population Age 5 to 9 Years	1,214,318	1,200,518	1,193,255	-1.14	-0.60
	Population Age 10 to 13 Years	1,000,206	992,814	992,400	-0.74	-0.04
	Population Age 14 to 17 Years	1,055,272	1,035,524	1,012,312	-1.87	-2.24
School Age Population by Gender						
	Male Population Age 0 to 17 Years	2,290,711	2,267,372	2,252,025	-1.02	-0.68
	Female Population Age 0 to 17 Years	2,188,287	2,163,453	2,152,426	-1.13	-0.51
Male School Age Population by Age						
	Male Population Age 0 to 4 Years	618,025	613,583	613,278	-0.72	-0.05
	Male Population Age 5 to 9 Years	620,167	612,228	606,694	-1.28	-0.90
	Male Population Age 10 to 13 Years	511,296	510,145	513,101	-0.23	0.58
	Male Population Age 14 to 17 Years	541,223	531,416	518,952	-1.81	-2.35
Female School Age Population by Age						
	Female Population Age 0 to 4 Years	591,177	588,386	593,206	-0.47	0.82
	Female Population Age 5 to 9 Years	594,151	588,290	586,561	-0.99	-0.29
	Female Population Age 10 to 13 Years	488,910	482,669	479,299	-1.28	-0.70
	Female Population Age 14 to 17 Years	514,049	504,108	493,360	-1.93	-2.13
Population in School						
	Nursery or Preschool	336,265	333,684	338,726	-0.77	1.51
	Kindergarten	245,182	249,950	266,904	1.94	6.78
	Grades 1 to 4	943,252	937,318	947,570	-0.63	1.09
	Grades 5 to 8	983,976	977,959	986,639	-0.61	0.89
	Grades 9 to 12	1,080,657	1,057,135	1,033,129	-2.18	-2.27
Population in School by Gender						
	Male Enrolled in School	1,836,055	1,820,829	1,829,409	-0.83	0.47
	Female Enrolled in School	1,753,277	1,735,217	1,743,559	-1.03	0.48
Male Population in School by Grade						
	Male Nursery or Preschool	171,866	170,340	172,181	-0.89	1.08
	Male Kindergarten	125,217	127,467	135,704	1.80	6.46
	Male Grades 1 to 4	481,730	478,004	481,779	-0.77	0.79
	Male Grades 5 to 8	503,000	502,512	510,122	-0.10	1.51
	Male Grades 9 to 12	554,242	542,506	529,624	-2.12	-2.37
Female Population in School by Grade						
	Female Nursery or Preschool	164,399	163,344	166,545	-0.64	1.96
	Female Kindergarten	119,965	122,483	131,200	2.10	7.12
	Female Grades 1 to 4	461,522	459,314	465,791	-0.48	1.41
	Female Grades 5 to 8	480,976	475,447	476,517	-1.15	0.23
	Female Grades 9 to 12	526,415	514,629	503,505	-2.24	-2.16
Population in School						
	Education, Total Enrollment (Pop 3+)	3,589,332	3,556,046	3,572,968	-0.93	0.48
	Education, Not Enrolled in School (Pop 3+)	13,804,329	14,058,700	14,673,667	1.84	4.37
Population in Public vs Private School						
	Education, Enrolled Private Schools (Pop 3+)	667,572	656,871	656,987	-1.60	0.02
	Education, Enrolled Private Preprimary (Pop 3+)	179,248	177,125	177,659	-1.18	0.30
	Education, Enrolled Private Elementary or High School (Pop 3+)	488,324	479,746	479,328	-1.76	-0.09
	Education, Enrolled Public Schools (Pop 3+)	2,921,760	2,899,175	2,915,981	-0.77	0.58

Education, Enrolled Public Preprimary (Pop 3+)	157,017	156,559	161,067	-0.29	2.88
Education, Enrolled Public Elementary or High School (Pop 3+)	2,764,743	2,742,616	2,754,914	-0.80	0.45

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

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

Male Education, Enrolled Private Schools (Pop 3+)	341,414	336,121	335,899	-1.55	-0.07
Male Education, Enrolled Private Preprimary (Pop 3+)	91,614	90,419	90,307	-1.30	-0.12
Male Education, Enrolled Private Elementary or High School (Pop 3+)	249,801	245,702	245,592	-1.64	-0.04
Male Education, Enrolled Public Schools (Pop 3+)	1,494,640	1,484,707	1,493,510	-0.66	0.59
Male Education, Enrolled Public Preprimary (Pop 3+)	80,252	79,920	81,873	-0.41	2.44
Male Education, Enrolled Public Elementary or High School (Pop 3+)	1,414,389	1,404,787	1,411,636	-0.68	0.49

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

Female Education, Enrolled Private Schools (Pop 3+)	326,158	320,750	321,088	-1.66	0.11
Female Education, Enrolled Private Preprimary (Pop 3+)	87,634	86,706	87,352	-1.06	0.75
Female Education, Enrolled Private Elementary or High School (Pop 3+)	238,523	234,044	233,736	-1.88	-0.13
Female Education, Enrolled Public Schools (Pop 3+)	1,427,120	1,414,468	1,422,471	-0.89	0.57
Female Education, Enrolled Public Preprimary (Pop 3+)	76,765	76,639	79,194	-0.16	3.33
Female Education, Enrolled Public Elementary or High School (Pop 3+)	1,350,354	1,337,829	1,343,278	-0.93	0.41

#### Population by Race

White Population, Alone	11,703,853	11,624,255	11,561,652	-0.68	-0.54
Black Population, Alone	3,430,080	3,550,082	3,813,762	3.50	7.43
Asian Population, Alone	1,906,414	2,060,585	2,392,997	8.09	16.13
American Indian and Alaska Native Population, Alone	95,273	101,375	122,599	6.40	20.94
Other Race Population, Alone	1,799,604	1,790,567	1,818,252	-0.50	1.55
Two or More Races Population	632,186	737,930	988,784	16.73	33.99

#### Population by Ethnicity

Hispanic Population	4,426,012	4,704,781	5,254,707	6.30	11.69
White Non-Hispanic Population	9,709,882	9,434,764	9,141,671	-2.83	-3.11

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

Percent of White Population, Alone	59.81	58.52	55.86	-2.16	-4.55
Percent of Black Population, Alone	17.53	17.87	18.43	1.94	3.13
Percent of Asian Population, Alone	9.74	10.37	11.56	6.47	11.48
Percent of American Indian and Alaska Native Population, Alone	0.49	0.51	0.59	4.08	15.69
Percent of Other Race Population, Alone	9.20	9.01	8.78	-2.07	-2.55
Percent of Two or More Races Population, Alone	3.23	3.71	4.78	14.86	28.84

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

Percent of Hispanic Population	22.62	23.68	25.39	4.69	7.22
Percent of White Non-Hispanic Population	49.62	47.49	44.17	-4.29	-6.99

#### Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	2,812,201	2,938,327	3,208,642	4.48	9.20
Education Attainment, Master's Degree (Pop 25+)	1,383,653	1,454,891	1,611,424	5.15	10.76
Education Attainment, Professional Degree (Pop 25+)	399,087	409,172	435,851	2.53	6.52
Education Attainment, Doctorate Degree (Pop 25+)	181,908	191,678	214,333	5.37	11.82

#### Household Income

Household Income, Median (\$)	68,207	71,886	90,347	5.39	25.68
Household Income, Average (\$)	98,614	101,167	128,384	2.59	26.90

#### Households by Income

Households with Income Less than \$25,000	1,422,074	1,358,868	1,132,717	-4.44	-16.64
Households with Income \$25,000 to \$49,999	1,332,720	1,296,147	1,151,591	-2.74	-11.15
Households with Income \$50,000 to \$74,999	1,128,194	1,110,491	981,688	-1.57	-11.60
Households with Income \$75,000 to \$99,999	886,769	902,198	897,086	1.74	-0.57
Households with Income \$100,000 to \$124,999	669,196	699,434	795,129	4.52	13.68
Households with Income \$125,000 to \$149,999	480,471	514,249	656,037	7.03	27.57
Households with Income \$150,000 to \$199,999	556,916	600,755	724,571	7.87	20.61
Households with Income \$200,000 and Over	676,500	772,221	1,294,590	14.15	67.65

#### Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	71,001	72,366	73,605	1.92	1.71
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	71,301	72,279	72,798	1.37	0.72
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	58,729	59,774	60,544	1.78	1.29
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	61,962	62,345	61,759	0.62	-0.94
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	53,634	56,134	65,463	4.66	16.62
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	53,861	56,066	64,745	4.09	15.48
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	44,364	46,366	53,847	4.51	16.13
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	46,806	48,361	54,927	3.32	13.58
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	63,975	67,799	77,834	5.98	14.80
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	64,245	67,717	76,980	5.40	13.68

Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	52,917	56,001	64,023	5.83	14.32
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	55,831	58,410	65,307	4.62	11.81
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	44,064	49,563	81,187	12.48	63.81
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	44,251	49,503	80,296	11.87	62.20
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	36,448	40,938	66,780	12.32	63.12
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	38,455	42,699	68,120	11.04	59.54
Families with one or more children aged 0-4 and Income \$350,000 and over	34,186	38,490	62,076	12.59	61.28
Families with one or more children aged 5-9 and Income \$350,000 and over	34,331	38,444	61,396	11.98	59.70
Families with one or more children aged 10-13 and Income \$350,000 and over	28,278	31,792	51,061	12.43	60.61
Families with one or more children aged 14-17 and Income \$350,000 and over	29,835	33,160	52,086	11.14	57.07

#### Households by Home Value

Housing, Owner Households Valued Less than \$250,000	597,532	601,857	622,118	0.72	3.37
Housing, Owner Households Valued \$250,000-\$299,999	274,646	305,966	372,367	11.40	21.70
Housing, Owner Households Valued \$300,000-\$399,999	778,725	813,722	894,108	4.49	9.88
Housing, Owner Households Valued \$400,000-\$499,999	669,665	632,785	575,130	-5.51	-9.11
Housing, Owner Households Valued \$500,000-\$749,999	846,209	797,840	723,536	-5.72	-9.31
Housing, Owner Households Valued \$750,000-\$999,999	277,602	271,644	266,693	-2.15	-1.82
Housing, Owner Households Valued More than \$1,000,000	249,552	250,332	257,399	0.31	2.82

#### Households by Length of Residence

Length of Residence Less than 2 Years	851,825	993,431	1,301,609	16.62	31.02
Length of Residence 3 to 5 Years	1,277,738	1,490,147	1,952,414	16.62	31.02
Length of Residence 6 to 10 Years	2,419,594	2,321,121	2,194,804	-4.07	-5.44
Length of Residence More than 10 Years	2,603,684	2,449,665	2,184,582	-5.92	-10.82

#### Households by Race and Income

##### White Households by Income

White Households with Income Less than \$25,000	734,008	720,062	542,945	-1.90	-24.60
White Households with Income \$25,000 to \$49,999	755,548	742,258	610,971	-1.76	-17.69
White Households with Income \$50,000 to \$74,999	697,037	683,796	551,002	-1.90	-19.42
White Households with Income \$75,000 to \$99,999	583,329	577,225	527,975	-1.05	-8.53
White Households with Income \$100,000 to \$124,999	472,913	470,661	470,082	-0.48	-0.12
White Households with Income \$125,000 to \$149,999	353,248	356,333	419,499	0.87	17.73
White Households with Income \$150,000 to \$199,999	427,055	433,320	523,230	1.47	20.75
White Households with Income \$200,000 and Over	592,391	621,652	1,018,088	4.94	63.77

##### Black Households by Income

Black Households with Income Less than \$25,000	364,254	340,213	345,747	-6.60	1.63
Black Households with Income \$25,000 to \$49,999	295,388	280,533	286,316	-5.03	2.06
Black Households with Income \$50,000 to \$74,999	210,995	209,172	222,259	-0.86	6.26
Black Households with Income \$75,000 to \$99,999	135,076	149,730	165,032	10.85	10.22
Black Households with Income \$100,000 to \$124,999	89,012	99,603	116,720	11.90	17.19
Black Households with Income \$125,000 to \$149,999	53,022	68,847	81,893	29.85	18.95
Black Households with Income \$150,000 to \$199,999	48,512	64,022	76,346	31.97	19.25
Black Households with Income \$200,000 and Over	30,784	51,905	70,296	68.61	35.43

##### Asian Households by Income

Asian Households with Income Less than \$25,000	135,003	130,127	110,429	-3.61	-15.14
Asian Households with Income \$25,000 to \$49,999	120,876	121,419	115,981	0.45	-4.48
Asian Households with Income \$50,000 to \$74,999	101,930	102,755	97,525	0.81	-5.09
Asian Households with Income \$75,000 to \$99,999	77,824	85,208	105,243	9.49	23.51
Asian Households with Income \$100,000 to \$124,999	50,701	59,591	102,913	17.53	72.70
Asian Households with Income \$125,000 to \$149,999	37,715	45,654	78,272	21.05	71.45
Asian Households with Income \$150,000 to \$199,999	48,811	58,034	55,900	18.90	-3.68
Asian Households with Income \$200,000 and Over	25,165	48,629	112,574	93.24	131.50

#### American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	3,898	3,828	3,100	-1.80	-19.02
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	3,752	3,706	3,697	-1.23	-0.24
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	5,551	5,466	3,061	-1.53	-44.00
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	7,780	7,563	3,726	-2.79	-50.73
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	2,900	3,855	9,217	32.93	139.09
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	1,965	291	3,423	-85.19	1076.29
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	1,040	2,816	4,726	170.77	67.83
American Indian and Alaska Native Households with Income \$200,000 and Over	415	499	2,875	20.24	476.15

#### Other Race Households by Income

Other Race Households with Income Less than \$25,000	147,845	132,122	95,970	-10.63	-27.36
Other Race Households with Income \$25,000 to \$49,999	125,406	117,012	97,263	-6.69	-16.88
Other Race Households with Income \$50,000 to \$74,999	86,809	83,585	77,417	-3.71	-7.38
Other Race Households with Income \$75,000 to \$99,999	58,228	58,902	67,781	1.16	15.07
Other Race Households with Income \$100,000 to \$124,999	34,929	39,341	53,090	12.63	34.95
Other Race Households with Income \$125,000 to \$149,999	19,151	22,875	37,205	19.45	62.64

Other Race Households with Income \$150,000 to \$199,999	18,424	21,054	31,000	14.27	47.24
Other Race Households with Income \$200,000 and Over	11,374	16,558	33,603	45.58	102.94

#### Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	37,066	32,516	34,526	-12.28	6.18
Two or More Races Households with Income \$25,000 to \$49,999	31,750	31,219	37,363	-1.67	19.68
Two or More Races Households with Income \$50,000 to \$74,999	25,872	25,717	30,424	-0.60	18.30
Two or More Races Households with Income \$75,000 to \$99,999	24,532	23,570	27,329	-3.92	15.95
Two or More Races Households with Income \$100,000 to \$124,999	18,741	26,383	43,107	40.78	63.39
Two or More Races Households with Income \$125,000 to \$149,999	15,370	20,249	35,745	31.74	76.53
Two or More Races Households with Income \$150,000 to \$199,999	13,074	21,509	33,369	64.52	55.14
Two or More Races Households with Income \$200,000 and Over	16,371	32,978	57,154	101.44	73.31

#### Households by Ethnicity and Income

##### Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	394,798	336,584	362,549	-14.75	7.71
Hispanic Households with Income \$25,000 to \$49,999	318,139	294,437	322,338	-7.45	9.48
Hispanic Households with Income \$50,000 to \$74,999	226,239	223,966	247,451	-1.00	10.49
Hispanic Households with Income \$75,000 to \$99,999	139,581	168,821	184,486	20.95	9.28
Hispanic Households with Income \$100,000 to \$124,999	84,931	113,979	124,840	34.20	9.53
Hispanic Households with Income \$125,000 to \$149,999	49,756	77,012	82,031	54.78	6.52
Hispanic Households with Income \$150,000 to \$199,999	48,403	70,391	77,420	45.43	9.99
Hispanic Households with Income \$200,000 and Over	34,994	71,807	78,532	105.20	9.37

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

White Non-Hispanic Households with Income Less than \$25,000	574,928	538,712	384,134	-6.30	-28.69
White Non-Hispanic Households with Income \$25,000 to \$49,999	630,463	594,246	464,662	-5.74	-21.81
White Non-Hispanic Households with Income \$50,000 to \$74,999	605,667	570,057	435,708	-5.88	-23.57
White Non-Hispanic Households with Income \$75,000 to \$99,999	519,091	493,804	427,149	-4.87	-13.50
White Non-Hispanic Households with Income \$100,000 to \$124,999	428,257	411,632	388,849	-3.88	-5.53
White Non-Hispanic Households with Income \$125,000 to \$149,999	319,168	312,241	355,313	-2.17	13.79
White Non-Hispanic Households with Income \$150,000 to \$199,999	392,287	386,203	445,623	-1.55	15.39
White Non-Hispanic Households with Income \$200,000 and Over	539,700	556,200	884,678	3.06	59.06

#### 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+)