



The NAIS Demographic Center 2013 Local Area Reports

CBSA : Philadelphia-Camden-Wilmington, PA-NJ-DE-MD

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 747,356 to 730,636 (-2.24 percent) in the CBSA of **Philadelphia-Camden-Wilmington, PA-NJ-DE-MD**. This number is expected to decrease by -2.25 percent during the next five years, totaling 714,167 in 2018.
- The *School Age Population* group is expected to decrease in 2018. Compared to the 2010-2013 decrease of -1.69 percent, the population of children *Age 0 to 17 Years* is projected to decrease by -2.17 percent from 1,367,412 in 2013 to 1,337,790 in 2018.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -1.87 percent from 670,530 in 2013 to 658,019 in 2018, while the *Male Population Age 0 to 17 Years* group will decrease by -2.46 percent from 696,882 in 2013 to 679,771 in 2018.

Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by -0.51 percent from 182,961 in 2013 to 182,021 in 2018, and decrease by -0.59 percent for boys in the same age group from 190,414 in 2013 to 189,298 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	188,324	192,058	1.98	180,052	178,341	-0.95
Age 5 to 9 Years	190,414	189,298	-0.59	182,961	182,021	-0.51
Age 10 to 13 Years	155,469	148,023	-4.79	150,611	148,477	-1.42
Age 14 to 17 Years	162,675	150,392	-7.55	156,906	149,180	-4.92

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 6.37 percent and 3.45 percent, respectively, between 2013 and 2018, while *Nursery or Preschool* is expected to increase by 13.23 percent from 117,163 in 2013 to 132,667 in 2018. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 11.54 percent and increase 14.85 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	117,163	132,667	13.23	59,897	68,790	14.85	57,266	63,877	11.54
Kindergarten	75,036	79,813	6.37	38,267	40,689	6.33	36,769	39,124	6.40
Grades 1 to 4	297,568	307,820	3.45	151,754	156,926	3.41	145,814	150,894	3.48
Grades 5 to 8	299,479	299,620	0.05	152,116	149,581	-1.67	147,363	150,039	1.82
Grades 9 to 12	330,328	327,222	-0.94	168,146	164,273	-2.30	162,182	162,949	0.47

Enrollment in Private Schools

- The population enrolled in private schools decreased by -3.51 percent during the years 2010-2013; and is expected to decrease by -3.52 percent in 2018 from 229,390 in 2013 to 221,309 in 2018. While total public school enrollment increased 1.05 percent during the years 2010-2013, it will increase by 4.00 percent between 2013 and 2018.
- During 2010-2013, male preprimary enrollment in private schools increased by 4.17 percent and female preprimary enrollment by 3.45 percent. During 2013-2018, male preprimary enrollment in private schools is anticipated to increase by 11.01 percent from 34,048 in 2013 to 37,797 in 2018; while female preprimary enrollment is expected to increase by 7.82 percent from 32,552 in 2013 to 35,097 in 2018. Further, the anticipated changes in male and female enrollment rates for elementary and high school are -9.74 percent and -7.89 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 3.12 percent between 2010-2013; the population of Hispanics increased by 11.71 percent; the Asian population increased by 11.87 percent; the American Indian and Alaska Native population increased by 3.45 percent. The Other Race population increased by 3.22 percent; and the population of Two or More Races increased by 17.84 percent; and the White population decreased by -0.80 percent during the years 2010-2013.
- While the White population represents 66.83 percent of the total population, it is expected to decrease from 4,035,743 in 2013 to 3,991,694 in 2018 (-1.09 percent). All other racial/ethnic groups are predicted to vary between 2013 and 2018, especially the Hispanic population, which will increase from 522,969 in 2013 to 635,848 in 2018 (21.58 percent).

Numbers of Affluent Families

- The number of families with school-age children and incomes of at least \$100,000 per year is predicted to change through 2018 as shown in the table below. In particular, *Families with one or more children aged 0-4 and Income \$150,000 and \$199,999* is expected to increase from 19,508 in 2013 to 24,420 in 2018 (25.18 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	24,399	23,986	-1.68	17,752	21,516	21.20	19,508	24,420	25.18	11,598	20,365	75.59	8,930	15,788	76.80
Aged 5-9	24,730	24,048	-2.76	17,993	21,569	19.87	19,773	24,480	23.81	11,756	20,415	73.66	9,051	15,827	74.86
Aged 10-13	20,273	19,202	-5.28	14,750	17,223	16.77	16,209	19,548	20.60	9,637	16,302	69.16	7,420	12,638	70.32

Aged 14-17	21,167	19,401	-8.34	15,401	17,402	12.99	16,924	19,750	16.70	10,062	16,470	63.69	7,747	12,769	64.83
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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 115.33 percent, from 1,996 in 2013 to 4,298 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	30,401	37,735	24.12	8,173	16,115	97.17	669	3,194	377.43	4,360	6,596	51.28	5,305	7,255	66.40
Income \$125,000 to \$149,999	18,332	23,456	27.95	6,807	11,252	65.30	94	921	879.79	1,996	4,298	115.33	4,125	6,828	65.53
Income \$150,000 to \$199,999	15,478	19,230	24.24	9,039	8,808	-2.56	404	648	60.40	2,103	2,690	27.91	3,487	6,077	74.28
Income \$200,000 and Over	11,669	16,841	44.32	6,245	16,341	161.67	81	316	290.12	1,602	3,353	109.30	5,273	9,639	82.80

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 5,697 in 2013 to 6,772 in 2018 (18.87 percent).

	HISPANIC HOUSEHOLDS		
	2013	2018	% Growth (2013-2018)
Income \$100,000 to \$124,999	11,202	13,190	17.75
Income \$125,000 to \$149,999	7,506	8,570	14.18
Income \$150,000 to \$199,999	6,091	7,609	24.92
Income \$200,000 and Over	5,697	6,772	18.87

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 11.62 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 124,166 in 2013 to 113,090 in 2018 (-8.92 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2013	2018	% Growth (2010-2013)	% Growth (2013-2018)
Less than \$250,000	792,710	773,494	752,966	-2.42	-2.55
\$250,000-\$299,999	198,470	221,535	270,447	11.62	22.08
\$300,000-\$399,999	266,726	283,638	269,676	-1.16	-1.50
\$400,000-\$499,999	130,836	124,166	113,090	-5.10	-8.92
\$500,000-\$749,999	106,742	103,499	98,677	-3.04	-4.66
\$750,000-\$999,999	28,480	27,000	24,606	-5.20	-8.87
More than \$1,000,000	23,101	23,640	24,845	2.33	5.10

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Philadelphia-Camden-Wilmington, PA-NJ-DE-MD** increased 3.16 percent, from 789,777 in 2010 to 814,701 in 2013. This number is expected to increase by 6.21 percent through 2018. For people older than 25 years of age who hold graduate degrees, their numbers increased from 520,887 in 2010 to 547,505 in 2013 (5.11 percent), and it is forecasted this population will increase an additional 10.70 percent by the year 2018.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Philadelphia-Camden-Wilmington, PA-NJ-DE-MD** need to consider what strategies they will implement now to ensure full classrooms in the years ahead. For example, this may mean further diversifying enrollment in terms of gender, ethnicity, and income. Some of the questions that schools should consider are:

General Considerations

- Considering these demographic changes, on which areas does our school most need to focus?
- Have we benchmarked our school's admission statistics? How do they look in comparison to other schools in our community? Do we understand the strengths and weaknesses of our own numbers?
- How well do we know our market? Do we know who our competitors are (other independent schools, magnet schools, charter schools, Catholic schools, regular public schools, home schoolers, etc.)? How familiar are people in our community with our school mission and value proposition?
- If we have feeder schools, are we watching their changes in enrollment to understand how our school could be impacted?

Responding to School-Age Population Changes

- Does our school have a waiting list? Is the school working at maximum enrollment capacity already? What do our admission statistics look like (inquiries, applications, acceptances, enrollees)? Are there changes that need our attention?
- If our school is in high demand, what tuition policy should it follow?
- What are the demographic shifts in the geographic areas from which we recruit students? Are the statistics more favorable in surrounding areas from which we have not traditionally recruited students? What would it take to attract these populations?
- What percentage of all children would we need to attract to survive? Is that doable?
- Have we considered merging with another school? Should we consider going coed (for single-sex schools)? How would this affect our mission?
- How many students attending public schools can afford our school? Can we lure them away from the public system? How would we make our case?
- What is the typical profile of families in our school? Do we know why they are enrolling their children in our school?
- Can we work with local businesses and the chamber of commerce to attract new families to the area?

Responding to Racial/Ethnic Changes

- Given the shifts in demographics, what percentage of students of color should the school aim for? How do our diversity numbers compare to those of this geographic region?
- What are the key characteristics that parents of color are looking for in a school? Does our school offer these attributes? Do we highlight these characteristics in messages?
- What communication channels should the school use to reach out to the people of color in its community? Should the school include other languages in its communications with parents?
- Do we know why families of color who can afford our tuition are not enrolling their children in our school? Do we know where these families are located?

Responding to Household Income Changes

- Are middle-class families aware of all the options offered to pursue an education in our school (need-based financial aid, merit awards, tuition payment plans, and tuition loan programs)?
- Are our students' grandparents nearby? What percentage of students have their tuitions paid for by their grandparents? How can we involve grandparents in the life of the school?

Financial Considerations

- What financial planning do we need to do to ensure the school is financially stable during economic downturns?
- If our school is facing high demand, what financial planning do we need to ensure a sound use of the resources?
- Are building improvements needed?
- Can we afford to offer better salaries or benefits? What major investment projects are needed?
- What are the best/most profitable fund-raising activities? Is our school relying mainly on tuition as a source of revenue? Are there other opportunities for revenue enhancement (non-tuition options)?^[1]__
- Who are our best donors? What is their profile? Since we are dealing with different generations, do we understand how to attract them? Are they more responsive to mail or online solicitations?

- What causes are our donors more inclined to support? How should the school keep them informed about the use of charitable funds?

Resources That Can Help

1. **Trends** — To stay abreast of changing trends, in addition to the NAIS Demographic Center, school administrators can check the following website: www.hermangroup.com. Also, the *NAIS Opinion Leaders' Survey* (free to browse at www.nais.org or buy in bulk to share) identifies what demographic, social, economic, political, scientific, and technological trends opinion leaders in education, business, and the media believe will have the greatest impact on independent education in the future. This report also suggests actions that schools should consider now to successfully manage these important trends.
2. **Benchmarking** — To gather data and conduct benchmark analysis, schools can participate in the StatsOnline^[2] annual survey (www.nais.org/go/statsonline). StatsOnline collects data on admissions, annual giving, financial aid, financial operations, salaries, schools, students, staff, and tuition. Available tools include:
 - ✓ **Benchmarking tools** to create custom groups and reports based upon any of the survey variables.
 - ✓ **Financing Schools Calculator** to project budgets based on various preferred and possible scenarios to see the impact on the "bottom line" of changes in some of the variables.
 - ✓ **Executive Compensation Reports** that you can provide to your board or compensation committee so they can either authorize or perform a comparative compensation study (of salary, other forms of compensation, and benefits) and create a documented "rebuttable presumption" of the reasonableness of the compensation (available only to heads and business managers).
3. **Market Research** — The report, [Marketing Independent Schools to Generation X and Minority Parents](#), provides information on the factors that are relevant to families of color and Generation X parents when selecting schools for their children. It also gives specific advice on which messages to consider when reaching out to particular groups of families. In addition, the [NAIS Public Opinion Poll](#) provides information on characteristics the American public associates with a quality education and their perceptions of independent schools. The members-only version of the report also includes implications and recommendations for ways schools can communicate with constituents about the value of independent education.
4. **Advocacy and Marketing** — NAIS has created several resources to help you communicate with important constituents like prospective students and families, prospective teachers, the media, and policymakers. They can help you explain the value of independent education and of your school:
 - ✓ [Values Added: The Lifelong Returns of an Independent School Education](#).
 - ✓ [Admission and Marketing Tools](#) (brochures, ad templates, video clips, etc).
 - ✓ [Communications Handbook](#) (Independent School Advocacy Initiative).
 - ✓ [NAIS Parent Guide](#) (information about admission and financial aid designed for parents www.nais.org/go/parents).
5. **Financial Sustainability** — NAIS believes that schools need to work toward financial sustainability by becoming more efficient and strategic financially to ensure long-term viability. As part of NAIS's Sustainability Initiative, we have assembled below articles, presentations, and reports on admission-marketing, development, leadership, communications, and finance topics, all related to financial sustainability.
 - ✓ [Parents Views on Independent Schools under the Current Economic Situation](#).
 - ✓ [Demography and the Economy](#)
 - ✓ [AdmissionQuest's podcast: Exploring School Sustainability Directions & Ideas with Patrick Bassett](#)
 - ✓ [Admission Trends, Families, and the School Search](#)
 - ✓ [Enrollment Dilemmas, Part I](#) and [Part II](#)
 - ✓ [Sticky Messages](#)
 - ✓ [Net Tuition Revenue Management: The Why, When, and How, Financially Sustainable Schools – Leadership Series: No. 12](#)
 - ✓ [Enrollment and Marketing Considerations in a Tight Financial Market](#)

[1] — The 2006 NAIS Non-Tuition Survey presents alternative sources of revenue to tuitions, annual/capital giving, and investments that many schools have in place to achieve the balance between costs and income. <http://www.nais.org/Series/Pages/NAIS-2006-Non-Tuition-Revenue-Study.aspx>.

[2] — StatsOnline is available to five key administrators at each participating school who are responsible for providing the statistical data each year. The five administrators include: head, business manager, director of admission, director of development, and director of financial aid.

EASI NAIS Detailed Trend Report & Analysis - 2013

CBSA Name: Philadelphia-Camden-Wilmington, PA-NJ-DE-MD

CBSA Code: 37980

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

State Name: Pennsylvania

Dominant Profile: No Cars

					% Growth	% Growth Forecast
	Description	2010	2013	2018 (2010-2013)	(2013-2018)	
Total Population and Households						
	Population	5,965,343	6,038,630	6,237,508	1.23	3.29
	Households	2,260,312	2,284,603	2,374,184	1.07	3.92
Households with School Age Population						
	Households with Children Age 0 to 17 Years	747,356	730,636	714,167	-2.24	-2.25
Percent of Households with Children Age 0 to 17 Years		33.06	31.98	30.08	-3.27	-5.94
School Age Population						
	Population Age 0 to 17 Years	1,390,882	1,367,412	1,337,790	-1.69	-2.17
	Population Age 0 to 4 Years	367,858	368,376	370,399	0.14	0.55
	Population Age 5 to 9 Years	376,516	373,375	371,319	-0.83	-0.55
	Population Age 10 to 13 Years	313,675	306,080	296,500	-2.42	-3.13
	Population Age 14 to 17 Years	332,833	319,581	299,572	-3.98	-6.26
School Age Population by Gender						
	Male Population Age 0 to 17 Years	709,767	696,882	679,771	-1.82	-2.46
	Female Population Age 0 to 17 Years	681,115	670,530	658,019	-1.55	-1.87
Male School Age Population by Age						
	Male Population Age 0 to 4 Years	187,426	188,324	192,058	0.48	1.98
	Male Population Age 5 to 9 Years	192,091	190,414	189,298	-0.87	-0.59
	Male Population Age 10 to 13 Years	160,123	155,469	148,023	-2.91	-4.79
	Male Population Age 14 to 17 Years	170,127	162,675	150,392	-4.38	-7.55
Female School Age Population by Age						
	Female Population Age 0 to 4 Years	180,432	180,052	178,341	-0.21	-0.95
	Female Population Age 5 to 9 Years	184,425	182,961	182,021	-0.79	-0.51
	Female Population Age 10 to 13 Years	153,552	150,611	148,477	-1.92	-1.42
	Female Population Age 14 to 17 Years	162,706	156,906	149,180	-3.56	-4.92
Population in School						
	Nursery or Preschool	110,885	117,163	132,667	5.66	13.23
	Kindergarten	74,116	75,036	79,813	1.24	6.37
	Grades 1 to 4	295,151	297,568	307,820	0.82	3.45
	Grades 5 to 8	303,549	299,479	299,620	-1.34	0.05
	Grades 9 to 12	334,970	330,328	327,222	-1.39	-0.94
Population in School by Gender						
	Male Enrolled in School	571,063	570,179	580,258	-0.15	1.77
	Female Enrolled in School	547,608	549,395	566,884	0.33	3.18
Male Population in School by Grade						
	Male Nursery or Preschool	56,497	59,897	68,790	6.02	14.85
	Male Kindergarten	37,813	38,267	40,689	1.20	6.33
	Male Grades 1 to 4	150,580	151,754	156,926	0.78	3.41
	Male Grades 5 to 8	154,954	152,116	149,581	-1.83	-1.67
	Male Grades 9 to 12	171,219	168,146	164,273	-1.79	-2.30
Female Population in School by Grade						
	Female Nursery or Preschool	54,388	57,266	63,877	5.29	11.54
	Female Kindergarten	36,303	36,769	39,124	1.28	6.40
	Female Grades 1 to 4	144,571	145,814	150,894	0.86	3.48
	Female Grades 5 to 8	148,595	147,363	150,039	-0.83	1.82
	Female Grades 9 to 12	163,751	162,182	162,949	-0.96	0.47
Population in School						
	Education, Total Enrollment (Pop 3+)	1,118,671	1,119,574	1,147,142	0.08	2.46
	Education, Not Enrolled in School (Pop 3+)	4,148,618	4,196,476	4,308,759	1.15	2.68
Population in Public vs Private School						
	Education, Enrolled Private Schools (Pop 3+)	237,726	229,390	221,309	-3.51	-3.52
	Education, Enrolled Private Preprimary (Pop 3+)	64,153	66,600	72,894	3.81	9.45
Education, Enrolled Private Elementary or High School (Pop 3+)		173,573	162,790	148,415	-6.21	-8.83
	Education, Enrolled Public Schools (Pop 3+)	880,945	890,184	925,833	1.05	4.00

Education, Enrolled Public Preprimary (Pop 3+)	46,732	50,563	59,773	8.20	18.21
Education, Enrolled Public Elementary or High School (Pop 3+)	834,213	839,621	866,060	0.65	3.15

Population in Public vs Private School by Gender

Male Population in Public vs Private School

Male Education, Enrolled Private Schools (Pop 3+)	121,309	116,916	112,595	-3.62	-3.70
Male Education, Enrolled Private Preprimary (Pop 3+)	32,686	34,048	37,797	4.17	11.01
Male Education, Enrolled Private Elementary or High School (Pop 3+)	88,623	82,869	74,798	-6.49	-9.74
Male Education, Enrolled Public Schools (Pop 3+)	449,753	453,263	467,664	0.78	3.18
Male Education, Enrolled Public Preprimary (Pop 3+)	23,810	25,849	30,993	8.56	19.90
Male Education, Enrolled Public Elementary or High School (Pop 3+)	425,943	427,414	436,671	0.35	2.17

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	116,417	112,474	108,714	-3.39	-3.34
Female Education, Enrolled Private Preprimary (Pop 3+)	31,467	32,552	35,097	3.45	7.82
Female Education, Enrolled Private Elementary or High School (Pop 3+)	84,950	79,921	73,617	-5.92	-7.89
Female Education, Enrolled Public Schools (Pop 3+)	431,192	436,921	458,169	1.33	4.86
Female Education, Enrolled Public Preprimary (Pop 3+)	22,922	24,714	28,780	7.82	16.45
Female Education, Enrolled Public Elementary or High School (Pop 3+)	408,270	412,207	429,389	0.96	4.17

Population by Race

White Population, Alone	4,068,351	4,035,743	3,991,694	-0.80	-1.09
Black Population, Alone	1,241,780	1,280,469	1,365,442	3.12	6.64
Asian Population, Alone	297,982	333,357	411,735	11.87	23.51
American Indian and Alaska Native Population, Alone	16,340	16,904	20,020	3.45	18.43
Other Race Population, Alone	202,007	208,503	225,894	3.22	8.34
Two or More Races Population	138,883	163,654	222,723	17.84	36.09

Population by Ethnicity

Hispanic Population	468,168	522,969	635,848	11.71	21.58
White Non-Hispanic Population	3,875,842	3,803,624	3,713,056	-1.86	-2.38

Population by Race As Percent of Total Population

Percent of White Population, Alone	68.20	66.83	64.00	-2.01	-4.23
Percent of Black Population, Alone	20.82	21.20	21.89	1.83	3.25
Percent of Asian Population, Alone	5.00	5.52	6.60	10.40	19.57
Percent of American Indian and Alaska Native Population, Alone	0.27	0.28	0.32	3.70	14.29
Percent of Other Race Population, Alone	3.39	3.45	3.62	1.77	4.93
Percent of Two or More Races Population, Alone	2.33	2.71	3.57	16.31	31.73

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	7.85	8.66	10.19	10.32	17.67
Percent of White Non-Hispanic Population	64.97	62.99	59.53	-3.05	-5.49

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	789,777	814,701	865,331	3.16	6.21
Education Attainment, Master's Degree (Pop 25+)	357,521	384,575	441,575	7.57	14.82
Education Attainment, Professional Degree (Pop 25+)	100,167	98,976	98,291	-1.19	-0.69
Education Attainment, Doctorate Degree (Pop 25+)	63,199	63,954	66,236	1.19	3.57

Household Income

Household Income, Median (\$)	64,531	67,492	84,074	4.59	24.57
Household Income, Average (\$)	86,882	89,315	113,861	2.80	27.48

Households by Income

Households with Income Less than \$25,000	450,992	430,837	361,894	-4.47	-16.00
Households with Income \$25,000 to \$49,999	457,810	446,636	383,891	-2.44	-14.05
Households with Income \$50,000 to \$74,999	380,839	378,498	333,207	-0.61	-11.97
Households with Income \$75,000 to \$99,999	294,928	301,856	297,835	2.35	-1.33
Households with Income \$100,000 to \$124,999	217,632	226,510	253,346	4.08	11.85
Households with Income \$125,000 to \$149,999	146,918	157,472	206,113	7.18	30.89
Households with Income \$150,000 to \$199,999	157,377	167,827	220,532	6.64	31.40
Households with Income \$200,000 and Over	153,816	174,967	317,366	13.75	81.39

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	24,035	24,399	23,988	1.51	-1.68
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	24,600	24,730	24,048	0.53	-2.76
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	20,494	20,273	19,202	-1.08	-5.28
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	21,746	21,167	19,401	-2.66	-8.34
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	16,899	17,752	21,516	5.05	21.20
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	17,297	17,993	21,569	4.02	19.87
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	14,410	14,750	17,223	2.36	16.77
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	15,290	15,401	17,402	0.73	12.99
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	18,598	19,508	24,420	4.89	25.18
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	19,036	19,773	24,480	3.87	23.81

Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	15,859	16,209	19,548	2.21	20.60
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	16,828	16,924	19,750	0.57	16.70
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	10,301	11,598	20,365	12.59	75.59
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	10,543	11,756	20,415	11.51	73.66
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	8,784	9,637	16,302	9.71	69.16
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	9,320	10,062	16,470	7.96	63.69
Families with one or more children aged 0-4 and Income \$350,000 and over	7,997	8,930	15,788	11.67	76.80
Families with one or more children aged 5-9 and Income \$350,000 and over	8,185	9,051	15,827	10.58	74.86
Families with one or more children aged 10-13 and Income \$350,000 and over	6,819	7,420	12,638	8.81	70.32
Families with one or more children aged 14-17 and Income \$350,000 and over	7,235	7,747	12,769	7.08	64.83

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	792,710	773,494	752,966	-2.42	-2.65
Housing, Owner Households Valued \$250,000-\$299,999	198,470	221,535	270,447	11.62	22.08
Housing, Owner Households Valued \$300,000-\$399,999	266,726	263,638	259,676	-1.16	-1.50
Housing, Owner Households Valued \$400,000-\$499,999	130,836	124,166	113,090	-5.10	-8.92
Housing, Owner Households Valued \$500,000-\$749,999	106,742	103,499	98,677	-3.04	-4.66
Housing, Owner Households Valued \$750,000-\$999,999	28,480	27,000	24,606	-5.20	-8.87
Housing, Owner Households Valued More than \$1,000,000	23,101	23,640	24,845	2.33	5.10

Households by Length of Residence

Length of Residence Less than 2 Years	269,364	310,309	396,736	15.20	27.85
Length of Residence 3 to 5 Years	404,046	465,464	595,105	15.20	27.85
Length of Residence 6 to 10 Years	757,291	721,297	669,740	-4.75	-7.15
Length of Residence More than 10 Years	829,611	787,533	712,604	-5.07	-9.51

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	242,647	235,409	169,851	-2.98	-27.85
White Households with Income \$25,000 to \$49,999	296,347	289,356	223,574	-2.36	-22.73
White Households with Income \$50,000 to \$74,999	274,118	268,464	216,273	-2.06	-19.44
White Households with Income \$75,000 to \$99,999	227,421	224,878	205,432	-1.12	-8.65
White Households with Income \$100,000 to \$124,999	178,028	177,602	182,451	-0.24	2.73
White Households with Income \$125,000 to \$149,999	124,076	126,118	159,358	1.65	26.36
White Households with Income \$150,000 to \$199,999	134,038	137,316	183,079	2.45	33.33
White Households with Income \$200,000 and Over	141,172	150,097	270,876	6.32	80.47

Black Households by Income

Black Households with Income Less than \$25,000	161,193	150,601	152,424	-6.57	1.21
Black Households with Income \$25,000 to \$49,999	122,066	117,782	121,706	-3.51	3.33
Black Households with Income \$50,000 to \$74,999	74,277	77,224	84,864	3.97	9.89
Black Households with Income \$75,000 to \$99,999	43,158	50,495	58,175	17.00	15.21
Black Households with Income \$100,000 to \$124,999	24,340	30,401	37,735	24.90	24.12
Black Households with Income \$125,000 to \$149,999	12,485	18,332	23,456	46.83	27.95
Black Households with Income \$150,000 to \$199,999	11,565	15,478	19,230	33.83	24.24
Black Households with Income \$200,000 and Over	6,421	11,669	16,841	81.73	44.32

Asian Households by Income

Asian Households with Income Less than \$25,000	21,976	21,633	19,221	-1.56	-11.15
Asian Households with Income \$25,000 to \$49,999	19,710	20,201	19,650	2.49	-2.73
Asian Households with Income \$50,000 to \$74,999	17,196	17,629	16,843	2.52	-4.46
Asian Households with Income \$75,000 to \$99,999	10,829	13,187	20,279	21.77	53.78
Asian Households with Income \$100,000 to \$124,999	6,968	8,173	16,115	17.29	97.17
Asian Households with Income \$125,000 to \$149,999	5,796	6,807	11,252	17.44	65.30
Asian Households with Income \$150,000 to \$199,999	7,213	9,039	8,808	25.32	-2.56
Asian Households with Income \$200,000 and Over	2,743	6,245	16,341	127.67	161.67

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	582	558	458	-4.12	-17.92
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	508	480	451	-5.51	-6.04
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	1,260	1,259	356	-0.08	-71.72
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	2,211	2,185	569	-1.18	-73.96
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	609	669	3,194	9.85	377.43
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	312	94	921	-69.87	879.79
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	149	404	648	171.14	60.40
American Indian and Alaska Native Households with Income \$200,000 and Over	53	81	316	52.83	290.12

Other Race Households by Income

Other Race Households with Income Less than \$25,000	17,897	17,055	13,911	-4.70	-18.43
Other Race Households with Income \$25,000 to \$49,999	13,545	13,215	11,600	-2.44	-12.22
Other Race Households with Income \$50,000 to \$74,999	9,333	9,433	9,591	1.07	1.67
Other Race Households with Income \$75,000 to \$99,999	6,698	6,899	8,357	3.00	21.13
Other Race Households with Income \$100,000 to \$124,999	3,843	4,360	6,596	13.45	51.28
Other Race Households with Income \$125,000 to \$149,999	1,556	1,996	4,298	28.28	115.33

Other Race Households with Income \$150,000 to \$199,999	2,022	2,103	2,690	4.01	27.91
Other Race Households with Income \$200,000 and Over	1,027	1,602	3,353	55.99	109.30

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	6,697	5,581	6,029	-16.66	8.03
Two or More Races Households with Income \$25,000 to \$49,999	5,634	5,602	6,910	-0.57	23.35
Two or More Races Households with Income \$50,000 to \$74,999	4,655	4,489	5,280	-3.57	17.62
Two or More Races Households with Income \$75,000 to \$99,999	4,611	4,212	5,023	-8.65	19.25
Two or More Races Households with Income \$100,000 to \$124,999	3,844	5,305	7,255	38.01	36.76
Two or More Races Households with Income \$125,000 to \$149,999	2,693	4,125	6,828	53.17	65.53
Two or More Races Households with Income \$150,000 to \$199,999	2,390	3,487	6,077	45.90	74.28
Two or More Races Households with Income \$200,000 and Over	2,400	5,273	9,639	119.71	82.80

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	42,699	38,938	45,947	-8.81	18.00
Hispanic Households with Income \$25,000 to \$49,999	32,422	31,802	39,354	-1.91	23.75
Hispanic Households with Income \$50,000 to \$74,999	20,963	22,654	28,298	8.07	24.91
Hispanic Households with Income \$75,000 to \$99,999	12,988	17,086	19,662	31.55	15.08
Hispanic Households with Income \$100,000 to \$124,999	7,738	11,202	13,190	44.77	17.75
Hispanic Households with Income \$125,000 to \$149,999	4,624	7,506	8,570	62.33	14.18
Hispanic Households with Income \$150,000 to \$199,999	3,409	6,091	7,609	78.67	24.92
Hispanic Households with Income \$200,000 and Over	2,739	5,697	6,772	108.00	18.87

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	228,902	217,301	154,168	-5.07	-29.05
White Non-Hispanic Households with Income \$25,000 to \$49,999	287,286	274,396	208,691	-4.49	-23.95
White Non-Hispanic Households with Income \$50,000 to \$74,999	268,389	257,713	204,655	-3.98	-20.59
White Non-Hispanic Households with Income \$75,000 to \$99,999	222,895	216,467	195,126	-2.88	-9.86
White Non-Hispanic Households with Income \$100,000 to \$124,999	173,964	171,114	173,434	-1.64	1.36
White Non-Hispanic Households with Income \$125,000 to \$149,999	119,979	120,667	151,523	0.57	25.57
White Non-Hispanic Households with Income \$150,000 to \$199,999	129,830	131,711	172,464	1.45	30.94
White Non-Hispanic Households with Income \$200,000 and Over	132,372	140,967	251,610	6.49	78.49

Footnotes:

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

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

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

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

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

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EASI Dominant Profiles

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

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