



The NAIS Demographic Center 2013 Local Area Reports

CBSA : Phoenix-Mesa-Scottsdale, AZ

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

1. During 2010-2013, the number of households with children *Age 0 to 17 Years* grew from 542,088 to 561,241 (3.53 percent) in the CBSA of **Phoenix-Mesa-Scottsdale, AZ**. This number is expected to increase by 2.10 percent during the next five years, totaling 573,053 in 2018.
2. The *School Age Population* group is expected to increase in 2018. Compared to the 2010-2013 increase of 2.37 percent, the population of children *Age 0 to 17 Years* is projected to increase by 1.71 percent from 1,133,865 in 2013 to 1,153,222 in 2018.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 2.67 percent from 555,904 in 2013 to 570,725 in 2018, while the *Male Population Age 0 to 17 Years* group will increase by 0.78 percent from 577,961 in 2013 to 582,497 in 2018.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 6.02 percent from 158,737 in 2013 to 168,289 in 2018, and decrease by **-3.88** percent for boys in the same age group from 159,405 in 2013 to 153,215 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	158,311	150,545	-4.91	152,140	145,771	-4.19
Age 5 to 9 Years	159,405	153,215	-3.88	158,737	168,289	6.02
Age 10 to 13 Years	133,189	147,939	11.07	123,538	128,580	4.08
Age 14 to 17 Years	127,056	130,798	2.95	121,489	128,085	5.43

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to decrease by **-6.72** percent and 7.35 percent, respectively, between 2013 and 2018, while *Nursery or Preschool* is expected to decrease by **-12.11** percent from 50,151 in 2013 to 44,080 in 2018. When broken down by gender, the number of girls and boys attending nursery or preschool will decrease **-11.77** percent and decrease **-12.43** 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	50,151	44,080	-12.11	25,574	22,395	-12.43	24,577	21,685	-11.77
Kindergarten	58,828	54,875	-6.72	29,476	26,151	-11.28	29,352	28,724	-2.14
Grades 1 to 4	253,457	272,095	7.35	126,995	129,699	2.11	126,462	142,426	12.62
Grades 5 to 8	242,777	253,571	4.45	125,952	135,662	7.71	116,825	117,909	0.93
Grades 9 to 12	250,287	272,826	9.01	127,947	137,842	7.73	122,340	134,984	10.34

Enrollment in Private Schools

6. The population enrolled in private schools decreased by **-5.17** percent during the years 2010-2013; and is expected to decrease by **-9.85** percent in 2018 from 69,920 in 2013 to 63,030 in 2018. While total public school enrollment increased 4.66 percent during the years 2010-2013, it will increase by 6.22 percent between 2013 and 2018.
7. During 2010-2013, male preprimary enrollment in private schools decreased by **-5.81** percent and female preprimary enrollment by **-5.60** percent. During 2013-2018, male preprimary enrollment in private schools is anticipated to decrease by **-12.50** percent from 11,582 in 2013 to 10,134 in 2018; while female preprimary enrollment is expected to decrease by **-11.85** percent from 11,131 in 2013 to 9,812 in 2018. Further, the anticipated changes in male and female enrollment rates for elementary and high school are **-9.43** percent and **-8.01** percent, respectively.

Population by Race and Ethnicity

8. The African American population increased by 15.50 percent between 2010-2013; the population of Hispanics increased by 10.75 percent; the Asian population increased by 14.94 percent; the American Indian and Alaska Native population increased by 10.26 percent. The Other Race population decreased by **-9.44** percent; and the population of Two or More Races increased by 19.82 percent; and the White population increased by 3.75 percent during the years 2010-2013.
9. While the White population represents 72.94 percent of the total population, it is expected to increase from 3,173,460 in 2013 to 3,283,824 in 2018 (3.48 percent). All other racial/ethnic groups are predicted to vary between 2013 and 2018, especially the Hispanic population, which will increase from 1,368,619 in 2013 to 1,594,158 in 2018 (16.48 percent).

Numbers of Affluent Families

10. 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 10,742 in 2013 to 14,561 in 2018 (35.55 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	17,414	19,394	11.37	11,241	15,125	34.55	10,742	14,561	35.55	6,035	10,432	72.86	4,467	7,847	75.67
Aged 5-9	17,845	21,042	17.92	11,519	16,410	42.46	11,009	15,798	43.50	6,185	11,318	82.99	4,577	8,514	86.02
Aged 10-13	14,400	18,098	25.68	9,295	14,114	51.85	8,883	13,588	52.97	4,991	9,735	95.05	3,694	7,322	98.21

Aged 14-17	13,941	16,944	21,54	8,999	13,214	46,84	8,600	12,721	47,92	4,832	9,114	88,62	3,576	6,855	91,69
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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 33.20 percent, from 5,229 in 2013 to 6,965 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	6,337	8,866	39.91	4,874	9,722	99.47	2,798	4,899	75.09	9,854	11,189	13.55	4,977	7,631	-22.56
Income \$125,000 to \$149,999	4,131	5,826	41.03	3,232	5,871	81.65	822	2,848	246.47	5,229	6,965	33.20	3,658	5,793	58.37
Income \$150,000 to \$199,999	3,105	4,577	47.41	3,584	2,967	-17.22	1,612	2,353	45.97	3,784	4,874	28.81	3,502	4,502	28.56
Income \$200,000 and Over	2,020	3,310	63.86	1,868	4,990	167.13	678	2,256	232.74	2,622	3,906	48.97	5,028	8,142	61.93

12. The number of Hispanic households with annual incomes of at least \$100,000 per year is also forecasted to change as shown in the table below. For example, *Hispanic Households with Income \$200,000 and Over* are projected to increase from 8,984 in 2013 to 10,182 in 2018 (13.33 percent).

	HISPANIC HOUSEHOLDS		
	2013	2018	% Growth (2013-2018)
Income \$100,000 to \$124,999	27,366	29,750	8.71
Income \$125,000 to \$149,999	15,720	17,123	8.92
Income \$150,000 to \$199,999	12,033	12,951	7.63
Income \$200,000 and Over	8,984	10,182	13.33

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 -8.34 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 59,779 in 2013 to 52,973 in 2018 (-11.39 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2013	2018	% Growth (2010-2013)	% Growth (2013-2018)
Less than \$250,000	613,053	635,565	642,625	3.67	1.11
\$250,000-\$299,999	98,358	90,157	71,814	-8.34	-20.35
\$300,000-\$399,999	123,319	116,467	98,233	-5.56	-15.66
\$400,000-\$499,999	61,837	59,779	52,973	-3.33	-11.39
\$500,000-\$749,999	64,097	62,815	57,362	-2.00	-8.68
\$750,000-\$999,999	22,354	22,080	20,578	-1.23	-6.80
More than \$1,000,000	22,931	22,742	21,501	-0.82	-5.46

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Phoenix-Mesa-Scottsdale, AZ** increased 5.32 percent, from 495,263 in 2010 to 521,587 in 2013. This number is expected to increase by 6.99 percent through 2018. For people older than 25 years of age who hold graduate degrees, their numbers increased from 262,848 in 2010 to 265,926 in 2013 (1.17 percent), and it is forecasted this population will decrease an additional -0.09 percent by the year 2018.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Phoenix-Mesa-Scottsdale, AZ** 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: Phoenix-Mesa-Scottsdale, AZ

CBSA Code: 38060

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

State Name: Arizona

Dominant Profile: New Homes

					% Growth	% Growth Forecast
	Description	2010	2013	2018 (2010-2013)	(2013-2018)	
Total Population and Households						
	Population	4,192,887	4,350,696	4,549,800	3.76	4.58
	Households	1,537,173	1,592,524	1,624,631	3.60	2.02
Households with School Age Population						
	Households with Children Age 0 to 17 Years	542,088	561,241	573,053	3.53	2.10
	Percent of Households with Children Age 0 to 17 Years	35.27	35.24	35.27	-0.09	0.09
School Age Population						
	Population Age 0 to 17 Years	1,107,561	1,133,865	1,153,222	2.37	1.71
	Population Age 0 to 4 Years	312,952	310,451	296,316	-0.80	-4.55
	Population Age 5 to 9 Years	311,730	318,142	321,504	2.06	1.06
	Population Age 10 to 13 Years	242,882	256,727	276,519	5.70	7.71
	Population Age 14 to 17 Years	239,997	248,545	258,883	3.56	4.16
School Age Population by Gender						
	Male Population Age 0 to 17 Years	565,841	577,961	582,497	2.14	0.78
	Female Population Age 0 to 17 Years	541,720	555,904	570,725	2.62	2.67
Male School Age Population by Age						
	Male Population Age 0 to 4 Years	159,759	158,311	150,545	-0.91	-4.91
	Male Population Age 5 to 9 Years	159,160	159,405	153,215	0.15	-3.88
	Male Population Age 10 to 13 Years	123,802	133,189	147,939	7.58	11.07
	Male Population Age 14 to 17 Years	123,120	127,056	130,798	3.20	2.95
Female School Age Population by Age						
	Female Population Age 0 to 4 Years	153,193	152,140	145,771	-0.69	-4.19
	Female Population Age 5 to 9 Years	152,570	158,737	168,289	4.04	6.02
	Female Population Age 10 to 13 Years	119,079	123,538	128,580	3.74	4.08
	Female Population Age 14 to 17 Years	116,878	121,489	128,085	3.95	5.43
Population in School						
	Nursery or Preschool	53,152	50,151	44,080	-5.65	-12.11
	Kindergarten	60,463	58,828	54,875	-2.70	-6.72
	Grades 1 to 4	241,133	253,457	272,095	5.11	7.35
	Grades 5 to 8	233,823	242,777	253,571	3.83	4.45
	Grades 9 to 12	235,789	250,287	272,826	6.15	9.01
Population in School by Gender						
	Male Enrolled in School	421,265	435,943	451,719	3.48	3.62
	Female Enrolled in School	403,095	419,557	445,728	4.08	6.24
Male Population in School by Grade						
	Male Nursery or Preschool	27,134	25,574	22,395	-5.75	-12.43
	Male Kindergarten	30,871	29,476	26,151	-4.52	-11.28
	Male Grades 1 to 4	123,115	126,995	129,669	3.15	2.11
	Male Grades 5 to 8	119,185	125,952	135,662	5.68	7.71
	Male Grades 9 to 12	120,961	127,947	137,842	5.78	7.73
Female Population in School by Grade						
	Female Nursery or Preschool	26,018	24,577	21,685	-5.54	-11.77
	Female Kindergarten	29,592	29,352	28,724	-0.81	-2.14
	Female Grades 1 to 4	118,018	126,462	142,426	7.15	12.62
	Female Grades 5 to 8	114,638	116,825	117,909	1.91	0.93
	Female Grades 9 to 12	114,828	122,340	134,984	6.54	10.34
Population in School						
	Education, Total Enrollment (Pop 3+)	824,360	855,500	897,447	3.78	4.90
	Education, Not Enrolled in School (Pop 3+)	2,881,721	2,981,280	3,093,683	3.45	3.77
Population in Public vs Private School						
	Education, Enrolled Private Schools (Pop 3+)	73,735	69,920	63,030	-5.17	-9.85
	Education, Enrolled Private Preprimary (Pop 3+)	24,088	22,713	19,946	-5.71	-12.18
	Education, Enrolled Private Elementary or High School (Pop 3+)	49,647	47,207	43,084	-4.91	-8.73
	Education, Enrolled Public Schools (Pop 3+)	750,625	785,580	834,417	4.66	6.22

Education, Enrolled Public Preprimary (Pop 3+)	29,064	27,438	24,134	-5.59	-12.04
Education, Enrolled Public Elementary or High School (Pop 3+)	721,561	758,142	810,283	5.07	6.88

Population in Public vs Private School by Gender

Male Population in Public vs Private School

Male Education, Enrolled Private Schools (Pop 3+)	37,666	35,631	31,915	-5.40	-10.43
Male Education, Enrolled Private Preprimary (Pop 3+)	12,297	11,582	10,134	-5.81	-12.50
Male Education, Enrolled Private Elementary or High School (Pop 3+)	25,370	24,049	21,782	-5.21	-9.43
Male Education, Enrolled Public Schools (Pop 3+)	383,599	400,312	419,804	4.36	4.87
Male Education, Enrolled Public Preprimary (Pop 3+)	14,837	13,992	12,261	-5.70	-12.37
Male Education, Enrolled Public Elementary or High School (Pop 3+)	368,762	386,320	407,543	4.76	5.49

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	36,069	34,289	31,115	-4.93	-9.26
Female Education, Enrolled Private Preprimary (Pop 3+)	11,791	11,131	9,812	-5.60	-11.85
Female Education, Enrolled Private Elementary or High School (Pop 3+)	24,277	23,158	21,302	-4.61	-8.01
Female Education, Enrolled Public Schools (Pop 3+)	367,026	385,268	414,613	4.97	7.62
Female Education, Enrolled Public Preprimary (Pop 3+)	14,227	13,446	11,873	-5.49	-11.70
Female Education, Enrolled Public Elementary or High School (Pop 3+)	352,799	371,822	402,740	5.39	8.32

Population by Race

White Population, Alone	3,058,794	3,173,460	3,283,824	3.75	3.48
Black Population, Alone	207,734	239,938	301,046	15.50	25.47
Asian Population, Alone	148,072	170,191	212,526	14.94	24.87
American Indian and Alaska Native Population, Alone	99,278	109,468	127,737	10.26	16.69
Other Race Population, Alone	532,918	482,597	388,574	-9.44	-19.48
Two or More Races Population	146,091	175,042	236,093	19.82	34.88

Population by Ethnicity

Hispanic Population	1,235,718	1,368,619	1,594,158	10.75	16.48
White Non-Hispanic Population	2,460,539	2,460,387	2,397,085	-0.01	-2.57

Population by Race As Percent of Total Population

Percent of White Population, Alone	72.95	72.94	72.18	-0.01	-1.04
Percent of Black Population, Alone	4.95	5.51	6.62	11.31	20.15
Percent of Asian Population, Alone	3.53	3.91	4.67	10.76	19.44
Percent of American Indian and Alaska Native Population, Alone	2.37	2.52	2.81	6.33	11.51
Percent of Other Race Population, Alone	12.71	11.09	8.54	-12.75	-22.99
Percent of Two or More Races Population, Alone	3.48	4.02	5.19	15.52	29.10

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	29.47	31.46	35.04	6.75	11.38
Percent of White Non-Hispanic Population	58.68	56.55	52.69	-3.63	-6.83

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	495,263	521,587	558,048	5.32	6.99
Education Attainment, Master's Degree (Pop 25+)	190,348	195,614	200,607	2.77	2.55
Education Attainment, Professional Degree (Pop 25+)	45,685	42,246	35,579	-7.53	-15.78
Education Attainment, Doctorate Degree (Pop 25+)	26,815	28,066	29,513	4.67	5.16

Household Income

Household Income, Median (\$)	58,831	61,113	78,071	3.88	27.75
Household Income, Average (\$)	78,222	80,336	103,587	2.70	28.94

Households by Income

Households with Income Less than \$25,000	293,285	291,447	220,668	-0.63	-24.29
Households with Income \$25,000 to \$49,999	371,784	371,909	293,983	0.03	-20.95
Households with Income \$50,000 to \$74,999	293,049	298,979	269,224	2.02	-9.95
Households with Income \$75,000 to \$99,999	209,126	218,261	231,518	4.37	6.07
Households with Income \$100,000 to \$124,999	136,412	147,800	187,555	8.35	26.90
Households with Income \$125,000 to \$149,999	83,372	92,297	137,209	10.71	48.66
Households with Income \$150,000 to \$199,999	77,913	87,407	126,731	12.19	44.99
Households with Income \$200,000 and Over	72,232	84,424	157,743	16.88	86.85

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	16,693	17,414	19,394	4.32	11.37
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	16,627	17,845	21,042	7.33	17.92
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	12,955	14,400	18,098	11.15	25.68
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	12,801	13,941	16,944	8.91	21.54
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	10,498	11,241	15,125	7.08	34.55
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	10,457	11,519	16,410	10.16	42.46
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	8,147	9,295	14,114	14.09	51.85
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	8,051	8,999	13,214	11.77	46.84
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	9,888	10,742	14,561	8.64	35.55
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	9,850	11,009	15,798	11.77	43.50

Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	7,674	8,883	13,588	15.75	52.97
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	7,583	8,600	12,721	13.41	47.92
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	5,300	6,035	10,432	13.87	72.86
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	5,279	6,185	11,318	17.16	82.99
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	4,113	4,991	9,735	21.35	95.05
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	4,065	4,832	9,114	18.87	88.62
Families with one or more children aged 0-4 and Income \$350,000 and over	3,981	4,467	7,847	12.21	75.67
Families with one or more children aged 5-9 and Income \$350,000 and over	3,965	4,577	8,514	15.44	86.02
Families with one or more children aged 10-13 and Income \$350,000 and over	3,089	3,694	7,322	19.59	98.21
Families with one or more children aged 14-17 and Income \$350,000 and over	3,053	3,576	6,855	17.13	91.69

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	613,053	635,565	642,625	3.67	1.11
Housing, Owner Households Valued \$250,000-\$299,999	98,358	90,157	71,814	-8.34	-20.35
Housing, Owner Households Valued \$300,000-\$399,999	123,319	116,467	98,233	-5.56	-15.66
Housing, Owner Households Valued \$400,000-\$499,999	61,837	59,779	52,973	-3.33	-11.39
Housing, Owner Households Valued \$500,000-\$749,999	64,097	62,815	57,362	-2.00	-8.68
Housing, Owner Households Valued \$750,000-\$999,999	22,354	22,080	20,578	-1.23	-6.80
Housing, Owner Households Valued More than \$1,000,000	22,931	22,742	21,501	-0.82	-5.46

Households by Length of Residence

Length of Residence Less than 2 Years	267,505	306,462	365,271	14.56	19.19
Length of Residence 3 to 5 Years	401,258	459,694	547,907	14.56	19.19
Length of Residence 6 to 10 Years	570,704	549,165	486,938	-3.77	-11.33
Length of Residence More than 10 Years	297,706	277,203	224,514	-6.89	-19.01

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	216,397	219,593	159,984	1.48	-27.15
White Households with Income \$25,000 to \$49,999	285,333	290,066	222,204	1.66	-23.40
White Households with Income \$50,000 to \$74,999	233,256	239,373	211,613	2.62	-11.60
White Households with Income \$75,000 to \$99,999	168,484	174,774	182,422	3.73	4.38
White Households with Income \$100,000 to \$124,999	113,221	118,960	145,248	5.07	22.10
White Households with Income \$125,000 to \$149,999	70,484	75,225	109,906	6.73	46.10
White Households with Income \$150,000 to \$199,999	66,932	71,820	107,458	7.30	49.62
White Households with Income \$200,000 and Over	65,634	72,208	135,139	10.02	87.15

Black Households by Income

Black Households with Income Less than \$25,000	22,140	23,234	27,416	4.94	18.00
Black Households with Income \$25,000 to \$49,999	20,767	22,198	26,111	6.89	17.63
Black Households with Income \$50,000 to \$74,999	13,561	15,429	19,402	13.77	25.75
Black Households with Income \$75,000 to \$99,999	7,950	10,431	13,254	31.21	27.06
Black Households with Income \$100,000 to \$124,999	4,805	6,337	8,866	31.88	39.91
Black Households with Income \$125,000 to \$149,999	2,603	4,131	5,826	58.70	41.03
Black Households with Income \$150,000 to \$199,999	1,621	3,105	4,577	91.55	47.41
Black Households with Income \$200,000 and Over	1,187	2,020	3,310	70.18	63.86

Asian Households by Income

Asian Households with Income Less than \$25,000	9,783	9,498	7,643	-2.91	-19.53
Asian Households with Income \$25,000 to \$49,999	10,796	10,837	9,454	0.38	-12.76
Asian Households with Income \$50,000 to \$74,999	9,864	9,967	8,455	1.04	-15.17
Asian Households with Income \$75,000 to \$99,999	7,209	8,126	10,459	12.72	28.71
Asian Households with Income \$100,000 to \$124,999	3,803	4,874	9,722	28.16	99.47
Asian Households with Income \$125,000 to \$149,999	2,199	3,232	5,871	46.98	81.65
Asian Households with Income \$150,000 to \$199,999	2,915	3,584	2,967	22.95	-17.22
Asian Households with Income \$200,000 and Over	597	1,868	4,990	212.90	167.13

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	8,015	8,085	6,157	0.87	-23.85
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	6,843	7,237	7,902	5.76	9.19
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	4,870	5,076	4,844	4.23	-4.57
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	3,630	4,317	5,380	18.93	24.62
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	1,763	2,798	4,899	58.71	75.09
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	1,116	822	2,848	-26.34	246.47
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	867	1,612	2,353	85.93	45.97
American Indian and Alaska Native Households with Income \$200,000 and Over	454	678	2,256	49.34	232.74

Other Race Households by Income

Other Race Households with Income Less than \$25,000	31,172	26,370	14,965	-15.40	-43.25
Other Race Households with Income \$25,000 to \$49,999	41,363	35,697	22,878	-13.70	-35.91
Other Race Households with Income \$50,000 to \$74,999	26,069	23,595	19,034	-9.49	-19.33
Other Race Households with Income \$75,000 to \$99,999	17,109	15,878	14,633	-7.20	-7.84
Other Race Households with Income \$100,000 to \$124,999	9,297	9,854	11,189	5.99	13.55
Other Race Households with Income \$125,000 to \$149,999	4,494	5,229	6,965	16.36	33.20

Other Race Households with Income \$150,000 to \$199,999	3,366	3,784	4,874	12.42	28.81
Other Race Households with Income \$200,000 and Over	2,002	2,622	3,906	30.97	48.97

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	5,778	4,667	4,503	-19.23	-3.51
Two or More Races Households with Income \$25,000 to \$49,999	6,682	5,874	5,434	-12.09	-7.49
Two or More Races Households with Income \$50,000 to \$74,999	5,429	5,539	5,876	2.03	6.08
Two or More Races Households with Income \$75,000 to \$99,999	4,744	4,735	5,370	-0.19	13.41
Two or More Races Households with Income \$100,000 to \$124,999	3,523	4,977	7,631	41.27	53.33
Two or More Races Households with Income \$125,000 to \$149,999	2,476	3,658	5,793	47.74	58.37
Two or More Races Households with Income \$150,000 to \$199,999	2,212	3,502	4,502	58.32	28.56
Two or More Races Households with Income \$200,000 and Over	2,358	5,028	8,142	113.23	61.93

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	84,238	70,180	78,493	-16.69	11.85
Hispanic Households with Income \$25,000 to \$49,999	98,399	90,441	102,525	-8.09	13.36
Hispanic Households with Income \$50,000 to \$74,999	60,502	64,706	73,531	6.95	13.64
Hispanic Households with Income \$75,000 to \$99,999	33,480	44,533	49,666	33.01	11.53
Hispanic Households with Income \$100,000 to \$124,999	17,294	27,366	29,750	58.24	8.71
Hispanic Households with Income \$125,000 to \$149,999	8,848	15,720	17,123	77.67	8.92
Hispanic Households with Income \$150,000 to \$199,999	6,853	12,033	12,951	75.59	7.63
Hispanic Households with Income \$200,000 and Over	4,090	8,984	10,182	119.66	13.33

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	176,829	169,230	117,912	-4.30	-30.32
White Non-Hispanic Households with Income \$25,000 to \$49,999	242,550	233,022	168,823	-3.93	-27.55
White Non-Hispanic Households with Income \$50,000 to \$74,999	206,919	201,005	168,830	-2.86	-16.01
White Non-Hispanic Households with Income \$75,000 to \$99,999	152,793	150,528	148,080	-1.48	-1.63
White Non-Hispanic Households with Income \$100,000 to \$124,999	101,795	102,408	120,844	0.60	18.00
White Non-Hispanic Households with Income \$125,000 to \$149,999	62,785	64,595	91,204	2.88	41.19
White Non-Hispanic Households with Income \$150,000 to \$199,999	60,430	62,524	89,109	3.47	42.52
White Non-Hispanic Households with Income \$200,000 and Over	59,051	63,720	114,841	7.91	80.23

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+)