



The NAIS Demographic Center 2013 Local Area Reports

CBSA : San Francisco-Oakland-Hayward, CA

Local Area Reports summarize key demographic changes for a specific geographic region, suggest strategic considerations for schools given these changes, and offer resources that can assist schools in dealing with an ever-changing marketplace.

The data presented in this report are obtained from the NAIS Detailed Trend Report & Analysis – 2013. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).

Key Findings

School Age Population

- During 2010-2013, the number of households with children *Age 0 to 17 Years* grew from 510,186 to 524,535 (2.81 percent) in the CBSA of **San Francisco-Oakland-Hayward, CA**. This number is expected to increase by 3.44 percent during the next five years, totaling 542,576 in 2018.
- The *School Age Population* group is expected to increase in 2018. Compared to the 2010-2013 increase of 2.13 percent, the population of children *Age 0 to 17 Years* is projected to increase by 2.69 percent from 940,202 in 2013 to 965,454 in 2018.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 2.45 percent from 459,227 in 2013 to 470,491 in 2018, while the *Male Population Age 0 to 17 Years* group will increase by 2.91 percent from 480,975 in 2013 to 494,963 in 2018.

Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 6.43 percent from 130,384 in 2013 to 138,774 in 2018, and increase by 5.87 percent for boys in the same age group from 135,508 in 2013 to 143,458 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	137,938	145,927	5.79	129,340	131,100	1.36
Age 5 to 9 Years	135,508	143,458	5.87	130,384	138,774	6.43
Age 10 to 13 Years	102,174	101,864	-0.30	99,516	102,969	3.47
Age 14 to 17 Years	105,355	103,714	-1.56	99,987	97,648	-2.34

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 11.24 percent and 4.97 percent, respectively, between 2013 and 2018, while *Nursery or Preschool* is expected to increase by 6.76 percent from 75,536 in 2013 to 80,643 in 2018. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 4.40 percent and increase 8.97 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	75,536	80,643	6.76	38,983	42,480	8.97	36,553	38,163	4.40
Kindergarten	55,833	62,109	11.24	28,454	31,570	10.95	27,379	30,539	11.54
Grades 1 to 4	201,828	211,867	4.97	102,850	107,692	4.70	98,969	104,175	5.26
Grades 5 to 8	194,312	196,887	1.33	98,436	97,913	-0.53	95,876	98,974	3.23
Grades 9 to 12	204,776	194,761	-4.89	105,065	100,314	-4.52	99,711	94,447	-5.28

Enrollment in Private Schools

- The population enrolled in private schools increased by 1.98 percent during the years 2010-2013; and is expected to increase by 4.52 percent in 2018 from 138,364 in 2013 to 144,619 in 2018. While total public school enrollment increased 1.14 percent during the years 2010-2013, it will increase by 1.30 percent between 2013 and 2018.
- During 2010-2013, male preprimary enrollment in private schools increased by 6.53 percent and female preprimary enrollment by 4.46 percent. During 2013-2018, male preprimary enrollment in private schools is anticipated to increase by 12.09 percent from 23,933 in 2013 to 26,826 in 2018; while female preprimary enrollment is expected to increase by 7.39 percent from 22,441 in 2013 to 24,100 in 2018. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 1.18 percent and 2.54 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 4.26 percent between 2010-2013; the population of Hispanics increased by 10.61 percent; the Asian population increased by 6.26 percent; the American Indian and Alaska Native population decreased by -7.00 percent. The Other Race population decreased by -3.50 percent; and the population of Two or More Races increased by 18.55 percent; and the White population increased by 1.12 percent during the years 2010-2013.
- While the White population represents 50.68 percent of the total population, it is expected to increase from 2,264,591 in 2013 to 2,269,319 in 2018 (0.21 percent). All other racial/ethnic groups are predicted to vary between 2013 and 2018, especially the Hispanic population, which will increase from 1,038,439 in 2013 to 1,242,454 in 2018 (19.65 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 17,854 in 2013 to 19,475 in 2018 (9.08 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	17,045	17,857	4.76	13,829	16,258	17.56	17,854	19,475	9.08	14,767	23,534	59.37	11,278	17,432	54.57
Aged 5-9	16,957	18,192	7.28	13,758	16,563	20.39	17,762	19,841	11.70	14,691	23,976	63.20	11,219	17,759	58.29
Aged 10-13	12,862	13,203	2.65	10,436	12,021	15.19	13,473	14,400	6.88	11,144	17,401	56.15	8,510	12,889	51.46

Aged 14-17	13,095	12,980	-0.88	10,625	11,817	11,22	13,717	14,156	3,20	11,345	17,106	50,78	8,664	12,671	46,25
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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 39.54 percent, from 7,183 in 2013 to 10,023 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	10,719	11,985	11.81	39,177	63,978	63.31	1,219	2,440	100.16	11,398	13,069	14.66	7,923	13,840	21.42
Income \$125,000 to \$149,999	7,714	8,383	8.67	28,162	47,318	68.02	217	1,304	500.92	7,183	10,023	39.54	7,056	12,737	80.51
Income \$150,000 to \$199,999	7,804	8,352	7.02	32,984	37,823	14.67	856	909	6.19	6,402	9,018	40.86	9,443	11,897	25.99
Income \$200,000 and Over	7,700	9,496	23.32	30,849	65,992	113.92	249	821	229.72	5,042	9,148	81.44	15,551	24,067	54.76

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 20,472 in 2013 to 22,434 in 2018 (9.58 percent).

	HISPANIC HOUSEHOLDS		
	2013	2018	% Growth (2013-2018)
Income \$100,000 to \$124,999	27,977	31,734	13.43
Income \$125,000 to \$149,999	20,685	22,304	7.83
Income \$150,000 to \$199,999	18,964	20,892	10.17
Income \$200,000 and Over	20,472	22,434	9.58

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 9.30 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increased from 98,652 in 2013 to 103,322 in 2018 (4.73 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2013	2018	% Growth (2010-2013)	% Growth (2013-2018)
Less than \$250,000	97,770	104,065	112,886	6.44	8.48
\$250,000-\$299,999	34,618	37,838	42,451	9.30	12.19
\$300,000-\$399,999	87,752	98,536	115,993	12.29	17.72
\$400,000-\$499,999	95,744	98,652	103,322	3.04	4.73
\$500,000-\$749,999	256,008	245,608	222,098	-4.06	-9.57
\$750,000-\$999,999	163,510	153,590	133,135	-6.07	-13.32
More than \$1,000,000	149,137	145,727	135,868	-2.29	-6.77

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **San Francisco-Oakland-Hayward, CA** increased 2.94 percent, from 805,189 in 2010 to 828,854 in 2013. This number is expected to increase by 3.96 percent through 2018. For people older than 25 years of age who hold graduate degrees, their numbers increased from 522,522 in 2010 to 550,144 in 2013 (5.29 percent), and it is forecasted this population will increase an additional 9.11 percent by the year 2018.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **San Francisco-Oakland-Hayward, CA** need to consider what strategies they will implement now to ensure full classrooms in the years ahead. For example, this may mean further diversifying enrollment in terms of gender, ethnicity, and income. Some of the questions that schools should consider are:

General Considerations

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

Responding to School-Age Population Changes

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

Responding to Racial/Ethnic Changes

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

Responding to Household Income Changes

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

Financial Considerations

- What financial planning do we need to do to ensure the school is financially stable during economic downturns?
- If our school is facing high demand, what financial planning do we need to ensure a sound use of the resources?
- Are building improvements needed?
- Can we afford to offer better salaries or benefits? What major investment projects are needed?
- What are the best/most profitable fund-raising activities? Is our school relying mainly on tuition as a source of revenue? Are there other opportunities for revenue enhancement (non-tuition options)?^[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: San Francisco-Oakland-Hayward, CA

CBSA Code: 41860

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

State Name: California

Dominant Profile: Expensive Homes

					% Growth	% Growth Forecast
	Description	2010	2013	2018 (2010-2013)		(2013-2018)
Total Population and Households						
	Population	4,335,391	4,468,595	4,674,320	3.07	4.60
	Households	1,627,360	1,675,669	1,742,657	2.97	4.00
Households with School Age Population						
	Households with Children Age 0 to 17 Years	510,186	524,535	542,576	2.81	3.44
	Percent of Households with Children Age 0 to 17 Years	31.35	31.30	31.13	-0.16	-0.54
School Age Population						
	Population Age 0 to 17 Years	920,636	940,202	965,454	2.13	2.69
	Population Age 0 to 4 Years	260,165	267,278	277,027	2.73	3.65
	Population Age 5 to 9 Years	255,503	265,892	282,232	4.07	6.15
	Population Age 10 to 13 Years	198,814	201,690	204,833	1.45	1.56
	Population Age 14 to 17 Years	206,154	205,342	201,362	-0.39	-1.94
School Age Population by Gender						
	Male Population Age 0 to 17 Years	470,596	480,975	494,963	2.21	2.91
	Female Population Age 0 to 17 Years	450,040	459,227	470,491	2.04	2.45
Male School Age Population by Age						
	Male Population Age 0 to 4 Years	132,996	137,938	145,927	3.72	5.79
	Male Population Age 5 to 9 Years	130,333	135,508	143,458	3.97	5.87
	Male Population Age 10 to 13 Years	101,460	102,174	101,864	0.70	-0.30
	Male Population Age 14 to 17 Years	105,807	105,355	103,714	-0.43	-1.56
Female School Age Population by Age						
	Female Population Age 0 to 4 Years	127,169	129,340	131,100	1.71	1.36
	Female Population Age 5 to 9 Years	125,170	130,384	138,774	4.17	6.43
	Female Population Age 10 to 13 Years	97,354	99,516	102,969	2.22	3.47
	Female Population Age 14 to 17 Years	100,347	99,987	97,648	-0.36	-2.34
Population in School						
	Nursery or Preschool	72,822	75,536	80,643	3.73	6.76
	Kindergarten	52,784	55,833	62,109	5.78	11.24
	Grades 1 to 4	195,480	201,828	211,867	3.25	4.97
	Grades 5 to 8	192,342	194,312	196,887	1.02	1.33
	Grades 9 to 12	209,487	204,776	194,761	-2.25	-4.89
Population in School by Gender						
	Male Enrolled in School	369,542	373,797	379,968	1.15	1.65
	Female Enrolled in School	353,373	358,488	366,299	1.45	2.18
Male Population in School by Grade						
	Male Nursery or Preschool	37,227	38,983	42,480	4.72	8.97
	Male Kindergarten	26,925	28,454	31,570	5.68	10.95
	Male Grades 1 to 4	99,715	102,859	107,692	3.15	4.70
	Male Grades 5 to 8	98,157	98,436	97,913	0.28	-0.53
	Male Grades 9 to 12	107,517	105,065	100,314	-2.28	-4.52
Female Population in School by Grade						
	Female Nursery or Preschool	35,595	36,553	38,163	2.69	4.40
	Female Kindergarten	25,859	27,379	30,539	5.88	11.54
	Female Grades 1 to 4	95,765	98,969	104,175	3.35	5.26
	Female Grades 5 to 8	94,185	95,876	98,974	1.80	3.23
	Female Grades 9 to 12	101,970	99,711	94,447	-2.22	-5.28
Population in School						
	Education, Total Enrollment (Pop 3+)	722,915	732,285	746,267	1.30	1.91
	Education, Not Enrolled in School (Pop 3+)	3,081,692	3,180,798	3,324,925	3.22	4.53
Population in Public vs Private School						
	Education, Enrolled Private Schools (Pop 3+)	135,675	138,364	144,619	1.98	4.52
	Education, Enrolled Private Preprimary (Pop 3+)	43,949	46,374	50,926	5.52	9.82
	Education, Enrolled Private Elementary or High School (Pop 3+)	91,726	91,990	93,693	0.29	1.85
	Education, Enrolled Public Schools (Pop 3+)	587,240	593,921	601,648	1.14	1.30

Education, Enrolled Public Preprimary (Pop 3+)	28,873	29,162	29,717	1.00	1.90
Education, Enrolled Public Elementary or High School (Pop 3+)	558,367	564,759	571,931	1.14	1.27

Population in Public vs Private School by Gender

Male Population in Public vs Private School

Male Education, Enrolled Private Schools (Pop 3+)	69,343	70,809	74,257	2.11	4.87
Male Education, Enrolled Private Preprimary (Pop 3+)	22,467	23,933	26,826	6.53	12.09
Male Education, Enrolled Private Elementary or High School (Pop 3+)	46,876	46,876	47,431	0.00	1.18
Male Education, Enrolled Public Schools (Pop 3+)	300,199	302,988	305,710	0.93	0.90
Male Education, Enrolled Public Preprimary (Pop 3+)	14,760	15,050	15,654	1.96	4.01
Male Education, Enrolled Public Elementary or High School (Pop 3+)	285,439	287,938	290,057	0.88	0.74

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	66,332	67,555	70,362	1.84	4.16
Female Education, Enrolled Private Preprimary (Pop 3+)	21,482	22,441	24,100	4.46	7.39
Female Education, Enrolled Private Elementary or High School (Pop 3+)	44,850	45,114	46,262	0.59	2.54
Female Education, Enrolled Public Schools (Pop 3+)	287,041	290,933	295,938	1.36	1.72
Female Education, Enrolled Public Preprimary (Pop 3+)	14,113	14,112	14,063	-0.01	-0.35
Female Education, Enrolled Public Elementary or High School (Pop 3+)	272,928	276,821	281,874	1.43	1.83

Population by Race

White Population, Alone	2,239,519	2,264,591	2,269,319	1.12	0.21
Black Population, Alone	363,905	379,412	401,358	4.26	5.78
Asian Population, Alone	1,037,655	1,102,575	1,210,741	6.26	9.81
American Indian and Alaska Native Population, Alone	24,774	23,040	20,556	-7.00	-10.78
Other Race Population, Alone	429,754	414,723	392,579	-3.50	-5.34
Two or More Races Population	239,784	284,254	379,767	18.55	33.60

Population by Ethnicity

Hispanic Population	938,794	1,038,439	1,242,454	10.61	19.65
White Non-Hispanic Population	1,840,372	1,785,424	1,689,984	-2.99	-5.35

Population by Race As Percent of Total Population

Percent of White Population, Alone	51.66	50.68	48.55	-1.90	-4.20
Percent of Black Population, Alone	8.39	8.49	8.59	1.19	1.18
Percent of Asian Population, Alone	23.93	24.67	25.90	3.09	4.99
Percent of American Indian and Alaska Native Population, Alone	0.57	0.52	0.44	-8.77	-15.38
Percent of Other Race Population, Alone	9.91	9.28	8.40	-6.36	-9.48
Percent of Two or More Races Population, Alone	5.53	6.36	8.12	15.01	27.67

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	21.65	23.24	26.58	7.34	14.37
Percent of White Non-Hispanic Population	42.45	39.95	36.15	-5.89	-9.51

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	805,189	828,854	861,665	2.94	3.96
Education Attainment, Master's Degree (Pop 25+)	342,156	361,588	395,809	5.68	9.46
Education Attainment, Professional Degree (Pop 25+)	105,795	108,687	114,458	2.73	5.31
Education Attainment, Doctorate Degree (Pop 25+)	74,571	79,869	89,994	7.10	12.68

Household Income

Household Income, Median (\$)	76,414	81,559	103,763	6.73	27.22
Household Income, Average (\$)	109,599	112,217	143,495	2.39	27.87

Households by Income

Households with Income Less than \$25,000	268,792	259,271	207,750	-3.54	-19.87
Households with Income \$25,000 to \$49,999	278,605	272,994	225,172	-2.01	-17.52
Households with Income \$50,000 to \$74,999	254,542	250,456	208,124	-1.61	-16.90
Households with Income \$75,000 to \$99,999	207,532	210,055	200,898	1.22	-4.36
Households with Income \$100,000 to \$124,999	161,949	171,645	195,206	5.99	13.73
Households with Income \$125,000 to \$149,999	120,958	129,414	166,680	6.99	28.80
Households with Income \$150,000 to \$199,999	145,932	160,260	180,989	9.82	12.93
Households with Income \$200,000 and Over	189,050	221,574	357,838	17.20	61.50

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	16,219	17,045	17,857	5.09	4.76
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	15,929	16,957	18,192	6.45	7.28
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	12,395	12,862	13,203	3.77	2.65
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	12,852	13,095	12,980	1.89	-0.88
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	13,025	13,829	16,258	6.17	17.56
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	12,791	13,758	16,563	7.56	20.39
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	9,953	10,436	12,021	4.85	15.19
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	10,321	10,625	11,817	2.95	11.22
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	16,346	17,854	19,475	9.23	9.08
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	16,053	17,762	19,841	10.65	11.70

Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	12,492	13,473	14,400	7.85	6.88
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	12,953	13,717	14,156	5.90	3.20
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	12,520	14,767	23,534	17.95	59.37
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	12,295	14,691	23,976	19.49	63.20
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	9,567	11,144	17,401	16.48	56.15
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	9,921	11,345	17,106	14.35	50.78
Families with one or more children aged 0-4 and Income \$350,000 and over	9,728	11,278	17,432	15.93	54.57
Families with one or more children aged 5-9 and Income \$350,000 and over	9,554	11,219	17,759	17.43	58.29
Families with one or more children aged 10-13 and Income \$350,000 and over	7,434	8,510	12,889	14.47	51.46
Families with one or more children aged 14-17 and Income \$350,000 and over	7,709	8,664	12,671	12.39	46.25

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	97,770	104,065	112,886	6.44	8.48
Housing, Owner Households Valued \$250,000-\$299,999	34,618	37,838	42,451	9.30	12.19
Housing, Owner Households Valued \$300,000-\$399,999	87,752	98,536	115,993	12.29	17.72
Housing, Owner Households Valued \$400,000-\$499,999	95,744	98,652	103,322	3.04	4.73
Housing, Owner Households Valued \$500,000-\$749,999	256,008	245,608	222,098	-4.06	-9.57
Housing, Owner Households Valued \$750,000-\$999,999	163,510	153,590	133,135	-6.07	-13.32
Housing, Owner Households Valued More than \$1,000,000	149,137	145,727	135,868	-2.29	-6.77

Households by Length of Residence

Length of Residence Less than 2 Years	229,096	267,654	338,151	16.83	26.34
Length of Residence 3 to 5 Years	343,645	401,482	507,227	16.83	26.34
Length of Residence 6 to 10 Years	542,883	522,939	480,066	-3.67	-8.20
Length of Residence More than 10 Years	511,736	483,594	417,214	-5.50	-13.73

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	123,106	120,392	85,345	-2.20	-29.11
White Households with Income \$25,000 to \$49,999	148,500	146,081	111,097	-1.63	-23.95
White Households with Income \$50,000 to \$74,999	141,789	139,525	107,223	-1.60	-23.15
White Households with Income \$75,000 to \$99,999	116,648	116,091	104,285	-0.48	-10.17
White Households with Income \$100,000 to \$124,999	101,866	101,209	89,894	-0.64	-11.18
White Households with Income \$125,000 to \$149,999	78,335	79,082	86,915	0.95	9.90
White Households with Income \$150,000 to \$199,999	101,393	102,771	112,990	1.36	9.94
White Households with Income \$200,000 and Over	154,749	162,183	248,314	4.80	53.11

Black Households by Income

Black Households with Income Less than \$25,000	46,872	43,315	41,182	-7.59	-4.92
Black Households with Income \$25,000 to \$49,999	33,068	32,075	31,230	-3.00	-2.63
Black Households with Income \$50,000 to \$74,999	23,619	23,197	23,338	-1.79	0.61
Black Households with Income \$75,000 to \$99,999	14,971	16,526	16,849	10.39	1.95
Black Households with Income \$100,000 to \$124,999	9,817	10,719	11,985	9.19	11.81
Black Households with Income \$125,000 to \$149,999	6,130	7,714	8,383	25.84	8.67
Black Households with Income \$150,000 to \$199,999	6,304	7,804	8,352	23.79	7.02
Black Households with Income \$200,000 and Over	5,070	7,700	9,496	51.87	23.32

Asian Households by Income

Asian Households with Income Less than \$25,000	71,173	70,586	61,429	-0.82	-12.97
Asian Households with Income \$25,000 to \$49,999	61,827	62,280	55,732	0.73	-10.51
Asian Households with Income \$50,000 to \$74,999	57,965	58,628	52,395	1.14	-10.63
Asian Households with Income \$75,000 to \$99,999	49,931	52,625	55,763	5.40	5.96
Asian Households with Income \$100,000 to \$124,999	31,717	39,177	63,978	23.52	63.31
Asian Households with Income \$125,000 to \$149,999	23,285	28,162	47,318	20.94	68.02
Asian Households with Income \$150,000 to \$199,999	26,251	32,984	37,823	25.65	14.67
Asian Households with Income \$200,000 and Over	17,505	30,849	65,992	76.23	113.92

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	963	874	508	-9.24	-41.88
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	1,215	1,172	957	-3.54	-18.34
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	1,648	1,608	812	-2.43	-49.50
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	2,058	1,970	955	-4.28	-51.52
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	1,102	1,219	2,440	10.62	100.16
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	568	217	1,304	-61.80	500.92
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	412	856	909	107.77	6.19
American Indian and Alaska Native Households with Income \$200,000 and Over	175	249	821	42.29	229.72

Other Race Households by Income

Other Race Households with Income Less than \$25,000	17,371	15,812	11,006	-8.97	-30.39
Other Race Households with Income \$25,000 to \$49,999	25,706	23,239	16,776	-9.60	-27.81
Other Race Households with Income \$50,000 to \$74,999	21,673	20,252	16,980	-6.56	-16.16
Other Race Households with Income \$75,000 to \$99,999	15,920	15,447	15,938	-2.97	3.18
Other Race Households with Income \$100,000 to \$124,999	10,946	11,398	13,069	4.13	14.66
Other Race Households with Income \$125,000 to \$149,999	6,406	7,183	10,023	12.13	39.54

Other Race Households with Income \$150,000 to \$199,999	5,660	6,402	9,018	13.11	40.86
Other Race Households with Income \$200,000 and Over	3,633	5,042	9,148	38.78	81.44

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	9,307	8,292	8,280	-10.91	-0.14
Two or More Races Households with Income \$25,000 to \$49,999	8,289	8,147	9,380	-1.71	15.13
Two or More Races Households with Income \$50,000 to \$74,999	7,848	7,246	7,376	-7.67	1.79
Two or More Races Households with Income \$75,000 to \$99,999	8,004	7,396	7,108	-7.60	-3.89
Two or More Races Households with Income \$100,000 to \$124,999	6,501	7,923	13,840	21.87	74.68
Two or More Races Households with Income \$125,000 to \$149,999	6,234	7,056	12,737	13.19	80.51
Two or More Races Households with Income \$150,000 to \$199,999	5,912	9,443	11,897	59.73	25.99
Two or More Races Households with Income \$200,000 and Over	7,918	15,551	24,067	96.40	54.76

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	42,664	35,031	40,877	-17.89	16.69
Hispanic Households with Income \$25,000 to \$49,999	62,022	54,645	63,637	-11.89	16.46
Hispanic Households with Income \$50,000 to \$74,999	49,171	47,473	55,272	-3.45	16.43
Hispanic Households with Income \$75,000 to \$99,999	33,247	38,694	43,965	16.38	13.62
Hispanic Households with Income \$100,000 to \$124,999	22,252	27,977	31,734	25.73	13.43
Hispanic Households with Income \$125,000 to \$149,999	13,100	20,685	22,304	57.90	7.83
Hispanic Households with Income \$150,000 to \$199,999	13,181	18,964	20,892	43.87	10.17
Hispanic Households with Income \$200,000 and Over	10,121	20,472	22,434	102.27	9.58

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	106,062	97,464	66,047	-8.11	-32.23
White Non-Hispanic Households with Income \$25,000 to \$49,999	123,547	113,750	81,914	-7.93	-27.99
White Non-Hispanic Households with Income \$50,000 to \$74,999	123,023	113,306	80,967	-7.90	-28.54
White Non-Hispanic Households with Income \$75,000 to \$99,999	103,189	96,353	80,397	-6.62	-16.56
White Non-Hispanic Households with Income \$100,000 to \$124,999	91,858	86,141	70,629	-6.22	-18.01
White Non-Hispanic Households with Income \$125,000 to \$149,999	70,797	67,816	70,346	-4.21	3.73
White Non-Hispanic Households with Income \$150,000 to \$199,999	93,345	89,928	92,635	-3.66	3.01
White Non-Hispanic Households with Income \$200,000 and Over	141,974	144,114	211,263	1.51	46.59

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+)