

RESEARCH BRIEF

Lower-Income ZIP Codes within NOVA's Service Area

Introduction

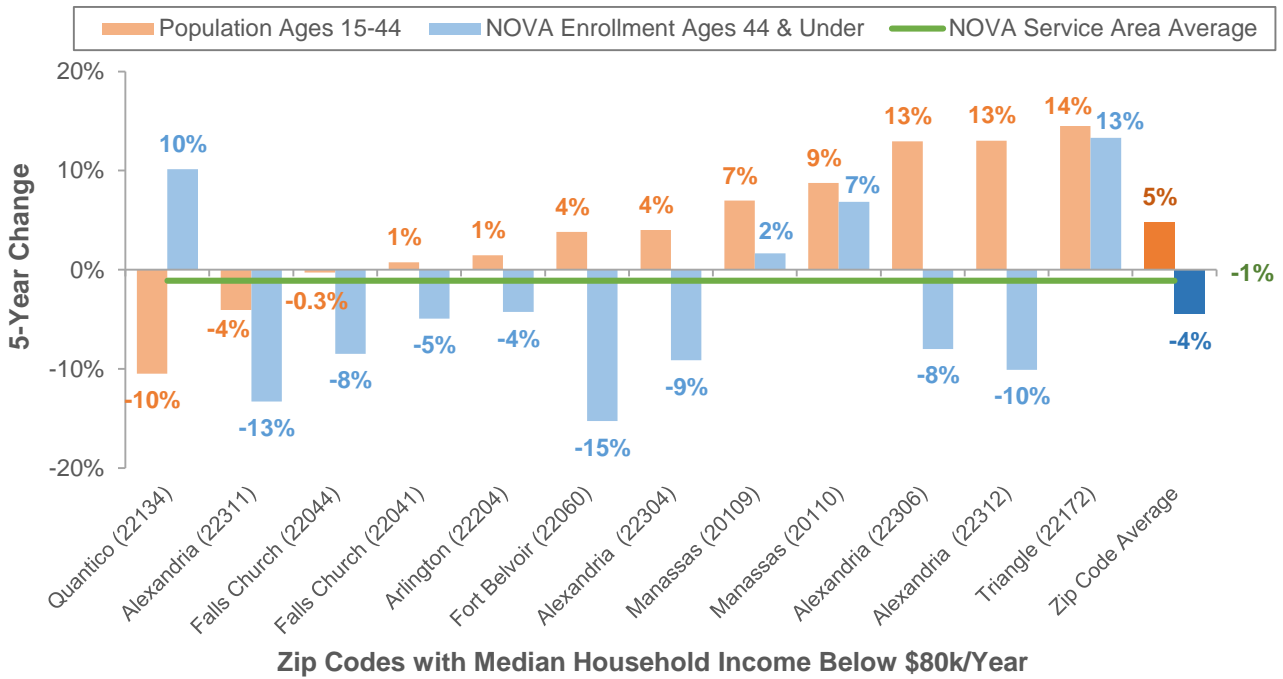
Community colleges serve as gateways to socio-economic mobility and opportunity for students. However, low-income, or underserved, students often lack the guidance and support they need to prepare for college, apply to college, obtain financial aid, enroll in courses, and graduate. Often times, these students are the first in their family to apply to college and may require more guidance and resources to successfully navigate college.

There are 12 ZIP codes in NOVA's service area with median annual incomes below \$80,000. Understanding the population and enrollment trends of these areas can help NOVA to improve student outreach, such as support in the application, financial aid, and enrollment processes. Additionally, enhanced advising services, financial stability services, and guidance through graduation can improve both access and success for this underserved population of potential students.

- **Population:** In the twelve ZIP codes in NOVA's service area with a median annual income below \$80,000, the population ages 15-44 is growing (5 percent). (Figure 1, next page)
 - In nine of 12 ZIP codes, the population ages 15-44 **increased** from 2012 to 2016.
 - In six ZIP codes, the population ages 15-44 increased while NOVA enrollment of students ages 44 and under **decreased**. The largest gap was from Alexandria (22312) where there was a difference of 23 percentage points.
 - Triangle (22172) and Manassas (20110) are the only two ZIP codes where the population and NOVA enrollment increased at roughly the same rate.

- **NOVA Enrollment:** In the twelve ZIP codes in NOVA's service area with a median annual income below \$80,000, NOVA enrollment of students ages 44 and under is decreasing (-4 percent). (Figure 1, next page)
 - In eight of 12 ZIP codes, NOVA enrollment of students ages 44 and under **decreased** from 2012 to 2016, each more than the overall service area average of -1 percent.
 - NOVA enrollment **increased** in four of these ZIP codes; however, Quantico (22134) was the only ZIP code with a higher percentage increase in NOVA enrollment than in the population.

Figure 1. Five-Year Change in Population and NOVA Enrollment by Zip Codes with Lowest Median Household Income (Below \$80k/Year): Fall 2012 to Fall 2016

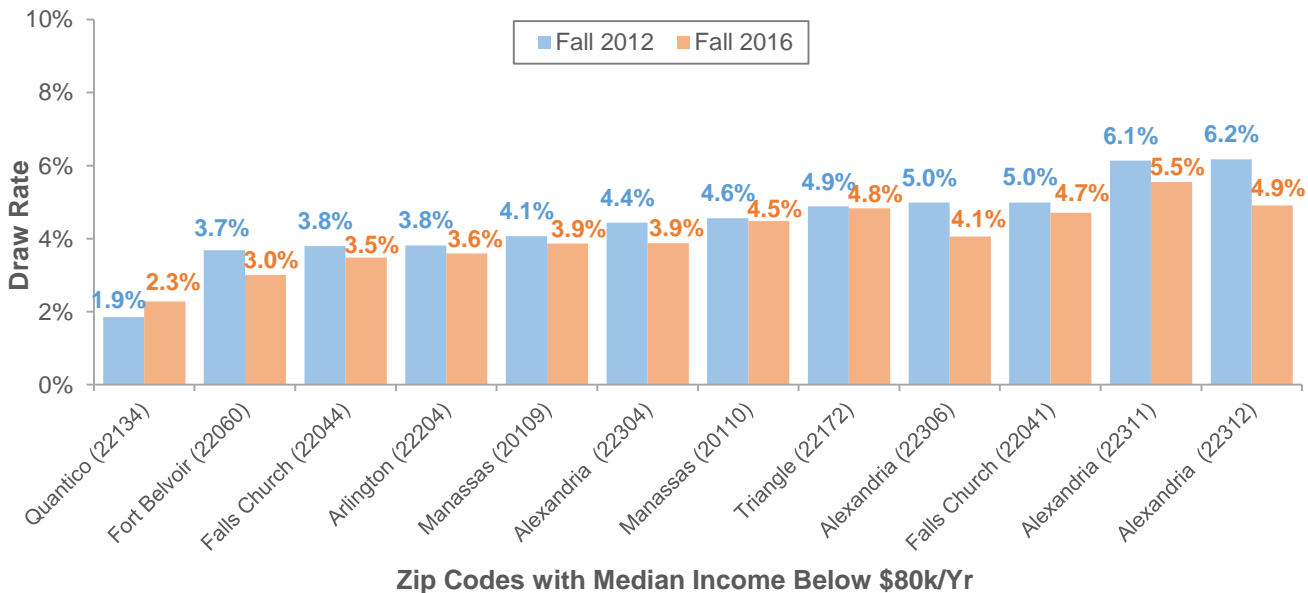


Zip Codes with Median Household Income Below \$80k/Year

Notes: Zip Codes in this figure are sorted by 5-year change in population in ascending order from left to right (i.e., the lowest is at the far left). Zip Code Average is for the 12 ZIP codes presented in this figure.

- **Draw Rate:** Over the past five years, NOVA is drawing students at lower rates in the twelve ZIP codes in NOVA’s service area with a median annual income below \$80,000. (Figure 2, below)
 - In every ZIP code except Quantico (22134), the draw rate of NOVA students ages 44 and under out of the population ages 15-44 **decreased** from Fall 2012 to Fall 2016.

Figure 2. NOVA Draw Rates by Zip Codes with Lowest Median Household Income (Below \$80k/Year): Fall 2012 and Fall 2016



Zip Codes with Median Income Below \$80k/Yr

Note: Zip Codes in this figure are sorted by Fall 2012 draw rate in ascending order from left to right (i.e., the lowest is at the far left).

Data Tables

Table 1. Five-Year Trends in Population and NOVA Enrollment by Zip Codes with the Lowest Median Income in NOVA's Service Area¹: Fall 2012 to Fall 2016

ZIP Code	City	Jurisdiction	Population	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	5-Year Change
22204	Arlington	Arlington County	Population Ages 15-44	27,102	26,753	28,122	27,899	27,497	1.5%
			NOVA Enrollment Ages 44 & Under	1,034	1,042	1,002	1,056	990	-4.3%
			% of Population Ages 15-44	3.8%	3.9%	3.6%	3.8%	3.6%	--
22304	Alexandria	Alexandria City	Population Ages 15-44	23,035	23,968	24,240	24,108	23,960	4.0%
			NOVA Enrollment Ages 44 & Under	1,022	998	966	964	929	-9.1%
			% of Population Ages 15-44	4.4%	4.2%	4.0%	4.0%	3.9%	--
20110	Manassas	Manassas City	Population Ages 15-44	19,838	20,707	21,585	21,892	21,573	8.7%
			NOVA Enrollment Ages 44 & Under	905	982	989	1,018	967	6.9%
			% of Population Ages 15-44	4.6%	4.7%	4.6%	4.7%	4.5%	--
20109	Manassas	Prince William County	Population Ages 15-44	17,824	19,138	18,331	18,568	19,066	7.0%
			NOVA Enrollment Ages 44 & Under	725	720	745	784	737	1.7%
			% of Population Ages 15-44	4.1%	3.8%	4.1%	4.2%	3.9%	--
22312	Alexandria	Fairfax County	Population Ages 15-44	13,815	13,565	14,383	15,395	15,615	13.0%
			NOVA Enrollment Ages 44 & Under	853	857	818	767	767	-10.1%
			% of Population Ages 15-44	6.2%	6.3%	5.7%	5.0%	4.9%	--
22306	Alexandria	Fairfax County	Population Ages 15-44	13,578	13,870	14,629	15,607	15,336	12.9%
			NOVA Enrollment Ages 44 & Under	677	711	698	703	623	-8.0%
			% of Population Ages 15-44	5.0%	5.1%	4.8%	4.5%	4.1%	--
22041	Falls Church	Fairfax County	Population Ages 15-44	12,199	11,859	12,021	12,072	12,290	0.7%
			NOVA Enrollment Ages 44 & Under	609	611	603	586	579	-4.9%
			% of Population Ages 15-44	5.0%	5.2%	5.0%	4.9%	4.7%	--
22311	Alexandria	Alexandria City	Population Ages 15-44	9,337	9,911	8,965	9,092	8,958	-4.1%
			NOVA Enrollment Ages 44 & Under	573	565	573	552	497	-13.3%
			% of Population Ages 15-44	6.1%	5.7%	6.4%	6.1%	5.5%	--
22134	Quantico	Prince William County	Population Ages 15-44	6,901	6,873	6,378	6,429	6,179	-10.5%
			NOVA Enrollment Ages 44 & Under	128	118	108	118	141	10.2%
			% of Population Ages 15-44	1.9%	1.7%	1.7%	1.8%	2.3%	--
22044	Falls Church	Fairfax County	Population Ages 15-44	5,900	5,804	6,288	6,498	5,883	0.3%
			NOVA Enrollment Ages 44 & Under	224	212	196	196	205	-8.5%
			% of Population Ages 15-44	3.8%	3.7%	3.1%	3.0%	3.5%	--
22060	Fort Belvoir	Fairfax County	Population Ages 15-44	4,805	4,973	5,121	5,161	4,989	3.8%
			NOVA Enrollment Ages 44 & Under	177	193	186	169	150	-15.3%
			% of Population Ages 15-44	3.7%	3.9%	3.6%	3.3%	3.0%	--
22172	Triangle	Prince William County	Population Ages 15-44	3,852	4,181	4,287	4,362	4,410	14.5%
			NOVA Enrollment Ages 44 & Under	188	214	233	205	213	13.3%
			% of Population Ages 15-44	4.9%	5.1%	5.4%	4.7%	4.8%	--
Population (Ages 15-44) Percentage Change*									4.8%
NOVA Enrollment (Ages 44 & Under) Percentage Change*									-4.5%

Sources: NOVA Student data is from OIR IRIS files. Population data is drawn from 2012, 2013, 2014, 2015, and 2016 American Community Survey.

U.S. Census Bureau American FactFinder. <https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>.

* For ZIP codes presented in this table.

¹ Median annual household income less than \$80,000 in 2015-16. See Table 2 for more details.

**Table 2. Northern Virginia Service Area ZIP Codes with the Lowest Median Income
(Less than \$80k/Year): 2015-16**

ZIP Code	City	Jurisdiction	Total # Households	Median Household Income
22134	Quantico	Prince William County	1,545	\$60,186
22311	Alexandria	Alexandria City	7,882	\$61,993
20109	Manassas	Prince William County	12,914	\$62,106
22172	Triangle	Prince William County	3,344	\$65,909
22306	Alexandria	Fairfax County	11,551	\$68,993
22041	Falls Church	Fairfax County	10,627	\$69,318
22204	Arlington	Arlington County	21,576	\$76,071
22312	Alexandria	Fairfax County	11,171	\$76,245
22304	Alexandria	Alexandria City	21,248	\$76,883
20110	Manassas	Manassas City	14,069	\$77,669
22060	Fort Belvoir	Fairfax County	2,791	\$79,790
22044	Falls Church	Fairfax County	5,489	\$79,872

Sources: OIR IRIS files. U.S. Census Bureau American FactFinder.