



The NAIS Demographic Center 2010 Local Area Reports

CBSA : Miami-Fort Lauderdale-Pompano Beach, FL

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 – 2010. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).

Key Findings

School Age Population

1. During 2000-2010, the number of households with children *Age 0 to 17 Years* grew from 636,199 to 641,727 (0.87 percent) in the CBSA of **Miami-Fort Lauderdale-Pompano Beach, FL**. This number is expected to increase by 6.81 percent during the next five years, totaling 685,425 in 2015.
2. The *School Age Population* group is expected to increase in 2015. Compared to the 2000-2010 increase of 11.20 percent, the population of children *Age 0 to 17 Years* is projected to increase by 2.51 percent from 1,315,059 in 2010 to 1,348,005 in 2015.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 1.66 percent from 634,214 in 2010 to 644,728 in 2015, while the *Male Population Age 0 to 17 Years* group will increase by 2.14 percent from 675,587 in 2010 to 690,047 in 2015.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by **-2.98** percent from 174,642 in 2010 to 169,446 in 2015, and decrease by **-3.33** percent for boys in the same age group from 188,349 in 2010 to 182,083 in 2015. The numbers for all groups are shown in the table below.

	MALE SCHOOL AGE POPULATION BY AGE			FEMALE SCHOOL AGE POPULATION BY AGE		
	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)
Age 0 to 4 Years	191,166	209,776	9.73	180,431	194,837	7.98
Age 5 to 9 Years	188,349	182,083	-3.33	174,642	169,446	-2.98
Age 10 to 13 Years	148,378	149,541	0.78	140,716	140,615	-0.07
Age 14 to 17 Years	147,694	148,647	0.65	138,425	139,830	1.01

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 1.86 percent and 1.86 percent, respectively, between 2010 and 2015, while *Nursery or Preschool* is expected to increase by 10.34 percent from 106,999 in 2010 to 118,060 in 2015. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 9.43 percent and increase 11.20 percent, respectively, during the period 2010-

2015. The numbers for all groups are shown in the table below.

	POPULATION IN SCHOOL			MALE POPULATION IN SCHOOL			FEMALE POPULATION IN SCHOOL		
	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)
Nursery or Preschool	106,999	118,060	10.34	55,045	61,209	11.20	51,954	56,851	9.43
Kindergarten	76,147	77,561	1.86	39,511	40,175	1.68	36,636	37,386	2.05
Grades 1 to 4	304,587	310,243	1.86	158,044	160,698	1.68	146,543	149,545	2.05
Grades 5 to 8	303,226	320,098	5.56	155,631	164,972	6.00	147,594	155,126	5.10
Grades 9 to 12	300,104	318,246	6.05	154,913	163,987	5.86	145,191	154,259	6.25

Enrollment in Private Schools

- The population enrolled in private schools increased by 16.89 percent during the years 2000-2010; and is expected to increase by 6.82 percent in 2015 from 199,131 in 2010 to 212,720 in 2015. While total public school enrollment increased 6.62 percent during the years 2000-2010, it will increase by 4.43 percent between 2010 and 2015.
- During 2000-2010, male preprimary enrollment in private schools increased by 37.64 percent and female preprimary enrollment by 36.81 percent. During 2010-2015, male preprimary enrollment in private schools is anticipated to increase by 14.80 percent from 37,237 in 2010 to 42,747 in 2015; while female preprimary enrollment is expected to increase by 12.97 percent from 35,146 in 2010 to 39,703 in 2015. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 2.78 percent and 2.78 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 13.67 percent between 2000-2010; the population of Hispanics increased by 32.53 percent; the Asian population increased by 49.57 percent. The Other ^[1] population increased by 33.42 percent; and the White population increased by 7.33 percent during the years 2000-2010.
- While the White population represents 69.61 percent of the total population, it is expected to increase from 3,874,587 in 2010 to 3,930,349 in 2015 (1.44 percent). All other racial/ethnic groups are predicted to vary between 2010 and 2015, especially the Hispanic population, which will increase from 2,258,441 in 2010 to 2,465,302 in 2015 (9.16 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 2015 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 8,706 in 2010 to 11,769 in 2015 (35.18 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		
	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)
Aged 0-4	18,916	25,782	36.30	12,191	17,588	44.27	8,706	11,769	35.18	7,340	10,046	36.87	5,790	8,085	39.64
Aged 5-9	18,478	22,399	21.22	11,909	15,281	28.31	8,504	10,225	20.24	7,170	8,728	21.73	5,656	7,024	24.19
Aged 10-13	14,716	18,489	25.64	9,485	12,613	32.98	6,773	8,440	24.61	5,710	7,204	26.16	4,505	5,798	28.70

Aged 14-17	14,565	18,382	26.21	9,387	12,540	33.59	6,703	8,391	25.18	5,652	7,162	26.72	4,458	5,764	29.30
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11. The number of African American, Asian, and Other households with incomes of at least \$100,000 per year will shift between 2010 and 2015, as shown in the table below. In particular, *Other Households with Income \$125,000 and \$149,999* are projected to increase by 92.02 percent, from 4,175 in 2010 to 8,017 in 2015.

	BLACK HOUSEHOLDS			ASIAN HOUSEHOLDS			OTHER HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	22,630	31,029	37.11	3,440	5,654	64.36	8,995	16,613	84.69
Income \$125,000 to \$149,999	10,098	14,152	40.15	2,546	3,707	45.60	4,175	8,017	92.02
Income \$150,000 to \$199,999	4,979	6,578	32.11	1,502	2,112	40.61	2,494	3,423	37.25
Income \$200,000 and Over	5,411	6,937	28.20	1,916	3,014	57.31	2,393	3,847	60.76

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 28,386 in 2010 to 41,614 in 2015 (46.60 percent).

	HISPANIC HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	62,697	93,074	48.45
Income \$125,000 to \$149,999	35,106	53,681	52.91
Income \$150,000 to \$199,999	22,417	31,257	39.43
Income \$200,000 and Over	28,386	41,614	46.60

13. The number of *Households by Home Value* also shifted between 2000 and 2010. In particular, the number of households with homes valued between \$250,000 and \$299,999 increased by 152.70 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 74,160 in 2010 to 95,851 in 2015 (29.25 percent).

	HOUSEHOLDS BY HOME VALUE				
	2000	2010	2015	% Growth (2000-2010)	% Growth (2010-2015)
Less than \$250,000	1,119,097	993,463	981,259	-11.23	-1.23
\$250,000-\$299,999	41,222	104,166	131,823	152.70	26.55
\$300,000-\$399,999	40,112	96,011	104,730	139.36	9.08
\$400,000-\$499,999	19,914	74,160	95,851	272.40	29.25
\$500,000-\$749,999	19,745	83,764	85,999	324.23	2.67
\$750,000-\$999,999	8,176	47,840	62,870	485.13	31.42
More than \$1,000,000	10,332	31,739	36,834	207.19	16.05

Population with Higher Education

14. The number of people older than 25 years of age who hold college degrees in the CBSA of **Miami-Fort Lauderdale-Pompano Beach, FL** increased 25.54 percent, from 504,627 in 2000 to 633,510 in 2010. This number is expected to increase by 8.68 percent through 2015. For people older than 25 years of age who hold graduate degrees, their numbers increased from 319,222 in 2000 to 402,859 in 2010 (26.20 percent), and it is forecasted this population will increase an additional 6.80 percent by the year 2015.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Miami-Fort Lauderdale-Pompano Beach, FL** 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)? ^[2]

- 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 ^[3] 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* (free to download at www.nais.org/go/advocacy), 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* (free to download at www.nais.org/go/advocacy) 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* (free to download at www.nais.org/go/advocacy).
- ❖ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at www.nais.org/go/advocacy).
- ❖ *Communications Handbook* (free to download at www.nais.org/go/advocacy).
- ❖ *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 (www.nais.org/sustainable-schools/), 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](#), NAIS Leadership Series (Article 2010)
- ❖ [Enrollment and Marketing Considerations in a Tight Financial Market](#), NAIS Leadership Series (Article 2010)

[1]

"Other race" includes all other responses not included in the "white," "black or African American," "American Indian and Alaska Native," "Asian," and "Native Hawaiian and Other Pacific Islander" race categories. Respondents providing write-in entries, such as multiracial, mixed, interracial, or a Hispanic/Latino group (for example, Mexican, Puerto Rican, or Cuban) are included here.

[2]

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/resources/seriesdoc.cfm?ItemNumber=148270>.

[3]

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 - 2010

CBSA Name: Miami-Fort Lauderdale-Pompano Beach, FL

CBSA Code: 33100

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

State Name: Florida

Dominant Profile: APT20

Description	2000	2010	2015 (2000-2010)	% Growth	% Growth Forecast
Total Population and Households					
Population	5,007,564	5,566,404	5,796,568	11.16	4.13
Households	1,905,394	2,128,471	2,220,530	11.71	4.33
Households with School Age Population					
Households with Children Age 0 to 17 Years	636,199	641,727	685,425	0.87	6.81
Percent of Households with Children Age 0 to 17 Years	33.39	30.15	30.87	-9.70	2.39
School Age Population					
Population Age 0 to 17 Years	1,182,600	1,315,059	1,348,005	11.20	2.51
Population Age 0 to 4 Years	311,706	371,597	404,613	19.21	8.88
Population Age 5 to 9 Years	336,660	362,991	351,529	7.82	-3.16
Population Age 10 to 13 Years	272,033	289,094	290,156	6.27	0.37
Population Age 14 to 17 Years	262,201	286,119	288,477	9.12	0.82
School Age Population by Gender					
Male Population Age 0 to 17 Years	605,699	675,587	690,047	11.54	2.14
Female Population Age 0 to 17 Years	576,901	634,214	644,728	9.93	1.66
Male School Age Population by Age					
Male Population Age 0 to 4 Years	159,886	191,166	209,776	19.56	9.73
Male Population Age 5 to 9 Years	172,648	188,349	182,083	9.09	-3.33
Male Population Age 10 to 13 Years	139,106	148,378	149,541	6.67	0.78
Male Population Age 14 to 17 Years	134,059	147,694	148,647	10.17	0.65
Female School Age Population by Age					
Female Population Age 0 to 4 Years	151,820	180,431	194,837	18.85	7.98
Female Population Age 5 to 9 Years	164,012	174,642	169,446	6.48	-2.98
Female Population Age 10 to 13 Years	132,927	140,716	140,615	5.86	-0.07
Female Population Age 14 to 17 Years	128,142	138,425	139,830	8.02	1.01
Population in School					
Nursery or Preschool	91,872	106,999	118,060	16.47	10.34
Kindergarten	70,745	76,147	77,561	7.64	1.86
Grades 1 to 4	282,981	304,587	310,243	7.64	1.86
Grades 5 to 8	285,823	303,226	320,098	6.09	5.56
Grades 9 to 12	275,493	300,104	318,246	8.93	6.05
Population in School by Gender					
Male Enrolled in School	515,537	563,145	591,041	9.23	4.95
Female Enrolled in School	491,377	527,918	553,167	7.44	4.78
Male Population in School by Grade					

Male Nursery or Preschool	47,125	55,045	61,209	16.81	11.20
Male Kindergarten	36,280	39,511	40,175	8.91	1.68
Male Grades 1 to 4	145,120	158,044	160,698	8.91	1.68
Male Grades 5 to 8	146,157	155,631	164,972	6.48	6.00
Male Grades 9 to 12	140,855	154,913	163,987	9.98	5.86

Female Population in School by Grade

Female Nursery or Preschool	44,747	51,954	56,851	16.11	9.43
Female Kindergarten	34,465	36,636	37,386	6.30	2.05
Female Grades 1 to 4	137,861	146,543	149,545	6.30	2.05
Female Grades 5 to 8	139,666	147,594	155,126	5.68	5.10
Female Grades 9 to 12	134,638	145,191	154,259	7.84	6.25

Population in School

Education, Total Enrollment (Pop 3+)	1,006,914	1,091,063	1,144,208	8.36	4.87
Education, Not Enrolled in School (Pop 3+)	3,513,348	3,882,113	4,031,378	10.50	3.84

Population in Public vs Private School

Education, Enrolled Private Schools (Pop 3+)	170,364	199,131	212,720	16.89	6.82
Education, Enrolled Private Preprimary (Pop 3+)	52,742	72,383	82,450	37.24	13.91
Education, Enrolled Private Elementary or High School (Pop 3+)	117,622	126,748	130,270	7.76	2.78
Education, Enrolled Public Schools (Pop 3+)	836,550	891,932	931,488	6.62	4.43
Education, Enrolled Public Preprimary (Pop 3+)	39,130	34,616	35,610	-11.54	2.87
Education, Enrolled Public Elementary or High School (Pop 3+)	797,420	857,316	895,878	7.51	4.50

Population in Public vs Private School by Gender**Male Population in Public vs Private School**

Male Education, Enrolled Private Schools (Pop 3+)	87,264	102,681	110,009	17.67	7.14
Male Education, Enrolled Private Preprimary (Pop 3+)	27,053	37,237	42,747	37.64	14.80
Male Education, Enrolled Private Elementary or High School (Pop 3+)	60,211	65,444	67,262	8.69	2.78
Male Education, Enrolled Public Schools (Pop 3+)	428,273	460,464	481,032	7.52	4.47
Male Education, Enrolled Public Preprimary (Pop 3+)	20,071	17,808	18,462	-11.27	3.67
Male Education, Enrolled Public Elementary or High School (Pop 3+)	408,201	442,656	462,569	8.44	4.50

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	83,100	96,450	102,711	16.06	6.49
Female Education, Enrolled Private Preprimary (Pop 3+)	25,689	35,146	39,703	36.81	12.97
Female Education, Enrolled Private Elementary or High School (Pop 3+)	57,411	61,304	63,008	6.78	2.78
Female Education, Enrolled Public Schools (Pop 3+)	408,277	431,468	450,456	5.68	4.40
Female Education, Enrolled Public Preprimary (Pop 3+)	19,059	16,808	17,148	-11.81	2.02
Female Education, Enrolled Public Elementary or High School (Pop 3+)	389,219	414,660	433,309	6.54	4.50

Population by Race

White Population, Alone	3,610,052	3,874,587	3,930,349	7.33	1.44
Black Population, Alone	946,573	1,075,971	1,144,062	13.67	6.33
Asian Population, Alone	87,868	131,421	147,905	49.57	12.54
Other Population	363,071	484,425	574,252	33.42	18.54

Population by Ethnicity

Hispanic Population	1,704,064	2,258,441	2,465,302	32.53	9.16
White Non-Hispanic Population	2,205,930	2,254,748	2,226,427	2.21	-1.26

Population by Race As Percent of Total Population

Percent of White Population, Alone	72.09	69.61	67.80	-3.44	-2.60
Percent of Black Population, Alone	18.90	19.33	19.74	2.28	2.12
Percent of Asian Population, Alone	1.75	2.36	2.55	34.86	8.05
Percent of Other Population	7.25	8.70	9.91	20.00	13.91

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	34.03	40.57	42.53	19.22	4.83
Percent of White Non-Hispanic Population	44.05	40.51	38.41	-8.04	-5.18

Educational Attainment

Education Attainment, College (Pop 25+)	504,627	633,510	688,505	25.54	8.68
Education Attainment, Graduate Degree (Pop 25+)	319,222	402,859	430,263	26.20	6.80

Household Income

Household Income, Median (\$)	40,813	57,415	68,291	40.68	18.94
Household Income, Average (\$)	58,005	82,033	101,935	41.42	24.26

Households by Income

Households with Income Less than \$25,000	586,200	451,210	368,933	-23.03	-18.23
Households with Income \$25,000 to \$49,999	554,469	499,408	456,456	-9.93	-8.60
Households with Income \$50,000 to \$74,999	343,683	383,054	389,376	11.46	1.65
Households with Income \$75,000 to \$99,999	177,026	295,402	362,002	66.87	22.55
Households with Income \$100,000 to \$124,999	94,740	180,300	230,307	90.31	27.74
Households with Income \$125,000 to \$149,999	46,312	115,178	155,197	148.70	34.75
Households with Income \$150,000 to \$199,999	44,259	81,160	101,364	83.38	24.89
Households with Income \$200,000 and Over	58,705	122,759	156,895	109.11	27.81

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	10,270	18,916	25,782	84.19	36.30
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	11,092	18,478	22,399	66.59	21.22
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	8,963	14,716	18,489	64.19	25.64
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	8,639	14,565	18,382	68.60	26.21
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	5,074	12,191	17,588	140.26	44.27
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	5,480	11,909	15,281	117.32	28.31
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	4,428	9,485	12,613	114.21	32.98
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	4,268	9,387	12,540	119.94	33.59
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	4,861	8,706	11,769	79.10	35.18
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	5,250	8,504	10,225	61.98	20.24
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	4,242	6,773	8,440	59.67	24.61
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	4,089	6,703	8,391	63.93	25.18
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	3,636	7,340	10,046	101.87	36.87
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	3,927	7,170	8,728	82.58	21.73
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	3,173	5,710	7,204	79.96	26.16
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	3,059	5,652	7,162	84.77	26.72
Families with one or more children aged 0-4 and Income \$350,000 and over	2,750	5,790	8,085	110.55	39.64
Families with one or more children aged 5-9 and Income \$350,000 and over	2,971	5,656	7,024	90.37	24.19
Families with one or more children aged 10-13 and Income \$350,000 and over	2,400	4,505	5,798	87.71	28.70
Families with one or more children aged 14-17 and Income \$350,000 and over	2,314	4,458	5,764	92.65	29.30

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	1,119,097	993,463	981,259	-11.23	-1.23
Housing, Owner Households Valued \$250,000-\$299,999	41,222	104,166	131,823	152.70	26.55

Housing, Owner Households Valued \$300,000-\$399,999	40,112	96,011	104,730	139.36	9.08
Housing, Owner Households Valued \$400,000-\$499,999	19,914	74,160	95,851	272.40	29.25
Housing, Owner Households Valued \$500,000-\$749,999	19,745	83,764	85,999	324.23	2.67
Housing, Owner Households Valued \$750,000-\$999,999	8,176	47,840	62,870	485.13	31.42
Housing, Owner Households Valued More than \$1,000,000	10,332	31,739	36,834	207.19	16.05

Households by Length of Residence

Length of Residence Less than 2 Years	120,873	559,734	616,947	363.08	10.22
Length of Residence 3 to 5 Years	181,309	839,601	925,421	363.08	10.22
Length of Residence 6 to 10 Years	581,193	601,471	627,861	3.49	4.39
Length of Residence More than 10 Years	1,022,019	127,664	50,301	-87.51	-60.60

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	421,990	301,622	234,855	-28.52	-22.14
White Households with Income \$25,000 to \$49,999	417,288	347,399	302,508	-16.75	-12.92
White Households with Income \$50,000 to \$74,999	271,687	279,422	273,199	2.85	-2.23
White Households with Income \$75,000 to \$99,999	147,425	227,424	263,851	54.26	16.02
White Households with Income \$100,000 to \$124,999	82,581	145,235	177,011	75.87	21.88
White Households with Income \$125,000 to \$149,999	41,543	98,359	129,321	136.76	31.48
White Households with Income \$150,000 to \$199,999	40,481	72,185	89,251	78.32	23.64
White Households with Income \$200,000 and Over	55,210	113,039	143,097	104.74	26.59

Black Households by Income

Black Households with Income Less than \$25,000	119,302	98,369	90,844	-17.55	-7.65
Black Households with Income \$25,000 to \$49,999	90,865	91,753	93,593	0.98	2.01
Black Households with Income \$50,000 to \$74,999	47,111	62,860	69,735	33.43	10.94
Black Households with Income \$75,000 to \$99,999	19,471	42,872	55,297	120.18	28.98
Black Households with Income \$100,000 to \$124,999	7,252	22,630	31,029	212.05	37.11
Black Households with Income \$125,000 to \$149,999	2,834	10,098	14,152	256.32	40.15
Black Households with Income \$150,000 to \$199,999	2,147	4,979	6,578	131.90	32.11
Black Households with Income \$200,000 and Over	2,069	5,411	6,937	161.53	28.20

Asian Households by Income

Asian Households with Income Less than \$25,000	5,897	6,496	4,849	10.16	-25.35
Asian Households with Income \$25,000 to \$49,999	9,707	11,176	10,727	15.13	-4.02
Asian Households with Income \$50,000 to \$74,999	6,045	9,353	9,001	54.72	-3.76
Asian Households with Income \$75,000 to \$99,999	2,624	6,562	10,837	150.08	65.15
Asian Households with Income \$100,000 to \$124,999	1,740	3,440	5,654	97.70	64.36
Asian Households with Income \$125,000 to \$149,999	666	2,546	3,707	282.28	45.60
Asian Households with Income \$150,000 to \$199,999	714	1,502	2,112	110.36	40.61
Asian Households with Income \$200,000 and Over	557	1,916	3,014	243.99	57.31

Other Households by Income

Other Households with Income Less than \$25,000	39,011	44,723	38,385	14.64	-14.17
Other Households with Income \$25,000 to \$49,999	36,609	49,080	49,628	34.07	1.12
Other Households with Income \$50,000 to \$74,999	18,840	31,419	37,441	66.77	19.17
Other Households with Income \$75,000 to \$99,999	7,506	18,544	32,017	147.06	72.65
Other Households with Income \$100,000 to \$124,999	3,167	8,995	16,613	184.02	84.69
Other Households with Income \$125,000 to \$149,999	1,269	4,175	8,017	229.00	92.02
Other Households with Income \$150,000 to \$199,999	917	2,494	3,423	171.97	37.25
Other Households with Income \$200,000 and Over	869	2,393	3,847	175.37	60.76

Households by Ethnicity and Income**Hispanic Households by Income**

Hispanic Households with Income Less than \$25,000	200,702	202,781	182,962	1.04	-9.77
Hispanic Households with Income \$25,000 to \$49,999	172,982	211,537	213,688	22.29	1.02
Hispanic Households with Income \$50,000 to \$74,999	97,809	156,203	180,200	59.70	15.36
Hispanic Households with Income \$75,000 to \$99,999	44,946	113,254	157,737	151.98	39.28
Hispanic Households with Income \$100,000 to \$124,999	20,913	62,697	93,074	199.80	48.45
Hispanic Households with Income \$125,000 to \$149,999	9,436	35,106	53,681	272.04	52.91
Hispanic Households with Income \$150,000 to \$199,999	8,388	22,417	31,257	167.25	39.43
Hispanic Households with Income \$200,000 and Over	9,685	28,386	41,614	193.09	46.60

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	252,887	171,820	123,477	-32.06	-28.14
White Non-Hispanic Households with Income \$25,000 to \$49,999	275,038	215,849	175,764	-21.52	-18.57
White Non-Hispanic Households with Income \$50,000 to \$74,999	190,348	177,855	161,726	-6.56	-9.07
White Non-Hispanic Households with Income \$75,000 to \$99,999	108,285	146,393	159,487	35.19	8.94
White Non-Hispanic Households with Income \$100,000 to \$124,999	63,742	96,516	110,499	51.42	14.49
White Non-Hispanic Households with Income \$125,000 to \$149,999	32,717	68,707	86,611	110.00	26.06
White Non-Hispanic Households with Income \$150,000 to \$199,999	32,632	52,928	62,749	62.20	18.56
White Non-Hispanic Households with Income \$200,000 and Over	45,715	86,059	105,242	88.25	22.29

Footnotes:

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.

All estimates are as of 1/1/2010 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:

Nickname	Full Name	Characteristic
AB_AV_EDU	Above Average Education	Education Attainment, Graduate Degree (Pop 25+)
APT20	Apartments (20 or more units)	Housing, Occupied Structure with 20-49 Units
ARMFORCE	In the Armed Forces	Employment, Armed Forces Male (Pop 16+)
ASIAN_LANG	Very Asian	Population, Speaks Asian or Pacific Island Language (Pop 5+)
BEL_EDU	Below Average Education	Education Attainment, < High School (Pop 25+)
BLUE_EMPL	Blue Collar Employment	Employment, Blue Collar (Pop 16+)
BORN_USA	Born in America	Population, Citizenship - Native
EXP_HOMES	Expensive Homes	Housing, Owner Households Valued More than \$1,000,000
FOR_SALE	House for Sale	Housing, Vacant Units For Sale
LAR_FAM	Large Families	Families, 5 Person
MANY_CARS	Lots of Cars	Households with 4+ Vehicles
MED_AGE	Median Age	Population, Median Age
MED_INC	Median Income	Household Income, Median (\$)
NEW_HOMES	New Homes	Housing, Built 1999 or Later
NO_CAR	No Cars	Households with No Vehicles
NO_LABFOR	Not in Labor Force	Employment, Not in the Labor Force Male (Pop 16+)
NO_MOVE	Long Time Residents	Housing, Year Moved in 1969 or Earlier
NO_TEENS	Few Teens	Population Aged 12 to 17 Years
OLD_HOMES	Old Homes	Housing, Built 1939 or Earlier
PRESCHL	Pre-School	Population Aged 0 to 5 Years
RECENT_MOV	Recent Movers	Housing, Year Moved in 1999 or Later
RENTAL	Available Renting Units	Housing, Vacant Units For Rent
RETIRED	Retired	Population Aged 65 to 74 Years
RICH_ASIAN	Very Rich Asians	Asian Household Income, High Income Average (\$)
RICH_BLK	Very Rich Blacks	Black Household Income, High Income Average (\$)
RICH_FAM	Very Rich Families	Family Income, High Income Average (\$)
RICH_HISP	Very Rich Hispanics	Hispanic Household Income, High Income Average (\$)
RICH_NFAM	Very Rich Non Families	Non-Family Income, High Income Average (\$)
RICH_OLD	Old and Rich Households	Household Head Aged 75+ and Income \$200K+
RICH_WHT	Very Rich Whites	White Household Income, High Income Average (\$)
RICH_YOUNG	Young and Rich Households	Household Head Aged <25 and Income \$200K+
SERV_EMPL	Service Employment	Occupation, Service (Pop 16+)
SPAN_LANG	Very Spanish	Population, Speaks Spanish (Pop 5+)
SUB_BUS	Subway or Bus to Work	Employment, Public Transportation to Work (Empl 16+)
TRAILER	Trailer Park City	Housing, Occupied Structure Trailer
UNATTACH	Unattached	Population, Males Never Married (Pop 15+)
UNEMPL	Unemployed	Employment, Unemployed Males (Pop 16+)
VERY_RICH	Very Rich Households	Household Income, High Income Average (\$)
WORK_HOME	Work at Home	Employment, Work at Home (Empl 16+)