



The NAIS Demographic Center 2011 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 – 2011. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).

Key Findings

School Age Population

1. During 2010-2011, the number of households with children *Age 0 to 17 Years* shrank from 678,380 to 674,235 (-0.61 percent) in the CBSA of **Miami-Fort Lauderdale-Pompano Beach, FL**. This number is expected to decrease by -0.09 percent during the next five years, totaling 673,657 in 2016.
2. The *School Age Population* group is expected to increase in 2016. Compared to the 2010-2011 increase of 0.45 percent, the population of children *Age 0 to 17 Years* is projected to increase by 1.42 percent from 1,211,409 in 2011 to 1,228,647 in 2016.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 0.34 percent from 589,369 in 2011 to 591,364 in 2016, while the *Male Population Age 0 to 17 Years* group will increase by 2.45 percent from 622,040 in 2011 to 637,283 in 2016.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 2.16 percent from 154,905 in 2011 to 158,250 in 2016, and increase by 6.03 percent for boys in the same age group from 160,431 in 2011 to 170,107 in 2016. The numbers for all groups are shown in the table below.

	MALE SCHOOL AGE POPULATION BY AGE			FEMALE SCHOOL AGE POPULATION BY AGE		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Age 0 to 4 Years	174,657	183,231	4.91	166,373	175,431	5.44
Age 5 to 9 Years	160,431	170,107	6.03	154,905	158,250	2.16
Age 10 to 13 Years	140,468	138,331	-1.52	131,155	128,149	-2.29
Age 14 to 17 Years	146,484	145,614	-0.59	136,936	129,534	-5.41

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 5.02 percent and -0.35 percent, respectively, between 2011 and 2016, while *Nursery or Preschool* is expected to increase by 2.65 percent from 100,398 in 2011 to 103,056 in 2016. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 2.91 percent and increase 2.39 percent, respectively, during the period 2011-2016. The numbers for all

groups are shown in the table below.

	POPULATION IN SCHOOL			MALE POPULATION IN SCHOOL			FEMALE POPULATION IN SCHOOL		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Nursery or Preschool	100,398	103,056	2.65	51,418	52,649	2.39	48,980	50,407	2.91
Kindergarten	67,467	70,855	5.02	34,325	36,707	6.94	33,142	34,148	3.04
Grades 1 to 4	272,503	271,560	-0.35	138,639	140,683	1.47	133,864	130,877	-2.23
Grades 5 to 8	279,908	280,367	0.16	144,752	145,540	0.54	135,156	134,827	-0.24
Grades 9 to 12	296,043	274,092	-7.41	153,008	145,055	-5.20	143,035	129,037	-9.79

Enrollment in Private Schools

- The population enrolled in private schools decreased by **-0.37** percent during the years 2010-2011; and is expected to decrease by **-0.86** percent in 2016 from 182,169 in 2011 to 180,600 in 2016. While total public school enrollment decreased **-0.22** percent during the years 2010-2011, it will decrease by **-1.78** percent between 2011 and 2016.
- During 2010-2011, male preprimary enrollment in private schools decreased by **-0.26** percent and female preprimary enrollment by **-0.04** percent. During 2011-2016, male preprimary enrollment in private schools is anticipated to decrease by **-0.66** percent from 29,497 in 2011 to 29,302 in 2016; while female preprimary enrollment is expected to decrease by **-0.16** percent from 28,098 in 2011 to 28,054 in 2016. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 0.42 percent and **-2.64** percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 0.93 percent between 2010-2011; the population of Hispanics increased by 1,617.74 percent; the Asian population increased by 0.81 percent; the American Indian and Alaska Native population increased by 0.67 percent. The Other Race population decreased by **-1.51** percent; and the population of Two or More Races decreased by **-29.00** percent; and the White population increased by 0.97 percent during the years 2010-2011.
- While the White population represents 70.43 percent of the total population, it is expected to increase from 3,952,167 in 2011 to 4,158,668 in 2016 (5.23 percent). All other racial/ethnic groups are predicted to vary between 2011 and 2016, especially the Hispanic population, which will increase from 2,352,647 in 2011 to 2,626,299 in 2016 (11.63 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 2016 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 12,110 in 2011 to 16,141 in 2016 (33.29 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		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Aged 0-4	18,329	21,002	14.58	12,443	15,306	23.01	12,110	16,141	33.29	9,806	14,739	50.31	5,199	7,604	46.26
Aged 5-9	16,948	19,228	13.45	11,506	14,013	21.79	11,198	14,777	31.96	9,067	13,494	48.83	4,807	6,962	44.83
Aged 10-13	14,598	15,604	6.89	9,911	11,372	14.74	9,645	11,992	24.33	7,810	10,951	40.22	4,141	5,650	36.44
Aged 14-17	15,232	16,112	5.78	10,341	11,742	13.55	10,064	12,382	23.03	8,150	11,307	38.74	4,321	5,833	34.99

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 2011 and 2016, as shown in the table below. In particular, *the Other Race Households with Income \$125,000 and \$149,999* are projected to increase by 25.88 percent, from 2,199 in 2011 to 2,768 in 2016.

	<u>BLACK HOUSEHOLDS</u>			<u>ASIAN HOUSEHOLDS</u>			<u>AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS</u>			<u>OTHER RACE HOUSEHOLDS</u>			<u>TWO OR MORE RACES HOUSEHOLDS</u>		
	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	21,418	25,957	21.19	4,094	7,642	86.66	537	1,983	269.27	3,838	4,787	24.73	3,781	4,053	5.60
Income \$125,000 to \$149,999	11,007	14,237	29.34	2,160	4,957	129.49	300	523	74.33	2,199	2,768	25.88	2,446	2,901	18.60
Income \$150,000 to \$199,999	8,098	10,612	31.04	2,746	3,231	17.66	186	338	81.72	1,696	2,326	37.15	2,186	2,837	29.78
Income \$200,000 and Over	5,381	7,531	39.96	1,463	4,898	234.79	83	228	174.70	1,102	2,027	83.94	1,742	3,133	79.85

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 31,485 in 2011 to 43,590 in 2016 (38.45 percent).

	<u>HISPANIC HOUSEHOLDS</u>		
	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	59,223	71,215	20.25
Income \$125,000 to \$149,999	35,046	44,391	26.66
Income \$150,000 to \$199,999	30,983	39,806	28.48
Income \$200,000 and Over	31,485	43,590	38.45

13. The number of *Households by Home Value* also shifted between 2010 and 2011. In particular, the number of households with homes valued between \$250,000 and \$299,999 increased by 3.81 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 140,326 in 2011 to 131,044 in 2016 (-6.61 percent).

	<u>HOUSEHOLDS BY HOME VALUE</u>				
	2010	2011	2016	% Growth (2010-2011)	% Growth (2011-2016)
Less than \$250,000	623,685	619,250	612,822	-0.71	-1.04
\$250,000-\$299,999	143,743	149,226	197,107	3.81	32.09
\$300,000-\$399,999	256,674	252,115	226,366	-1.78	-10.21
\$400,000-\$499,999	142,209	140,326	131,044	-1.32	-6.61
\$500,000-\$749,999	128,347	127,152	121,743	-0.93	-4.25
\$750,000-\$999,999	44,004	43,116	37,919	-2.02	-12.05
More than \$1,000,000	50,955	51,118	53,068	0.32	3.81

Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Miami-Fort Lauderdale-Pompano Beach, FL** increased 1.86 percent, from 719,331 in 2010 to 732,720 in 2011. This number is expected to increase by 11.05 percent through 2016. For people older than 25 years of age who hold graduate degrees, their numbers increased from 402,509 in 2010 to 407,819 in 2011 (1.32 percent), and it is forecasted this population will increase an

additional 9.11 percent by the year 2016.

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)? ^[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* (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/sustainableschools/), 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 2011)
- ❖ [Enrollment and Marketing Considerations in a Tight Financial Market](#), NAIS Leadership Series (Article 2011)

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

[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 - 2011

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

CBSA Code: 33100

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

State Name: Florida

Dominant Profile: APT20

					% Growth	% Growth Forecast
	Description	2010	2011	2016 (2010-2011)	(2010-2011)	(2011-2016)
Total Population and Households						
	Population	5,564,635	5,611,209	5,867,715	0.84	4.57
	Households	2,097,626	2,097,144	2,178,105	-0.02	3.86
Households with School Age Population						
	Households with Children Age 0 to 17 Years	678,380	674,235	673,657	-0.61	-0.09
	Percent of Households with Children Age 0 to 17 Years	32.34	32.15	30.93	-0.59	-3.79
School Age Population						
	Population Age 0 to 17 Years	1,205,961	1,211,409	1,228,647	0.45	1.42
	Population Age 0 to 4 Years	337,661	341,030	358,662	1.00	5.17
	Population Age 5 to 9 Years	312,976	315,336	328,357	0.75	4.13
	Population Age 10 to 13 Years	271,533	271,623	266,480	0.03	-1.89
	Population Age 14 to 17 Years	283,791	283,420	275,148	-0.13	-2.92
School Age Population by Gender						
	Male Population Age 0 to 17 Years	618,749	622,040	637,283	0.53	2.45
	Female Population Age 0 to 17 Years	587,212	589,369	591,364	0.37	0.34
Male School Age Population by Age						
	Male Population Age 0 to 4 Years	173,116	174,657	183,231	0.89	4.91
	Male Population Age 5 to 9 Years	158,835	160,431	170,107	1.00	6.03
	Male Population Age 10 to 13 Years	140,532	140,468	138,331	-0.05	-1.52
	Male Population Age 14 to 17 Years	146,266	146,484	145,614	0.15	-0.59
Female School Age Population by Age						
	Female Population Age 0 to 4 Years	164,545	166,373	175,431	1.11	5.44
	Female Population Age 5 to 9 Years	154,141	154,905	158,250	0.50	2.16
	Female Population Age 10 to 13 Years	131,001	131,155	128,149	0.12	-2.29
	Female Population Age 14 to 17 Years	137,525	136,936	129,534	-0.43	-5.41
Population in School						
	Nursery or Preschool	100,276	100,398	103,056	0.12	2.65
	Kindergarten	67,092	67,467	70,855	0.56	5.02
	Grades 1 to 4	272,714	272,503	271,560	-0.08	-0.35
	Grades 5 to 8	279,648	279,908	280,367	0.09	0.16
	Grades 9 to 12	299,080	296,043	274,092	-1.02	-7.41
Population in School by Gender						
	Male Enrolled in School	522,740	522,143	520,633	-0.11	-0.29
	Female Enrolled in School	496,070	494,176	479,297	-0.38	-3.01
Male Population in School by Grade						
	Male Nursery or Preschool	51,411	51,418	52,649	0.01	2.39
	Male Kindergarten	34,049	34,325	36,707	0.81	6.94
	Male Grades 1 to 4	138,402	138,639	140,683	0.17	1.47
	Male Grades 5 to 8	144,732	144,752	145,540	0.01	0.54
	Male Grades 9 to 12	154,146	153,008	145,055	-0.74	-5.20

Female Population in School by Grade

Female Nursery or Preschool	48,865	48,980	50,407	0.24	2.91
Female Kindergarten	33,043	33,142	34,148	0.30	3.04
Female Grades 1 to 4	134,312	133,864	130,877	-0.33	-2.23
Female Grades 5 to 8	134,916	135,156	134,827	0.18	-0.24
Female Grades 9 to 12	144,934	143,035	129,037	-1.31	-9.79

Population in School

Education, Total Enrollment (Pop 3+)	1,018,810	1,016,319	999,930	-0.24	-1.61
Education, Not Enrolled in School (Pop 3+)	3,957,146	4,004,679	4,266,898	1.20	6.55

Population in Public vs Private School

Education, Enrolled Private Schools (Pop 3+)	182,854	182,169	180,600	-0.37	-0.86
Education, Enrolled Private Preprimary (Pop 3+)	57,685	57,595	57,356	-0.16	-0.41
Education, Enrolled Private Elementary or High School (Pop 3+)	125,169	124,574	123,244	-0.48	-1.07
Education, Enrolled Public Schools (Pop 3+)	835,956	834,150	819,330	-0.22	-1.78
Education, Enrolled Public Preprimary (Pop 3+)	42,591	42,803	45,700	0.50	6.77
Education, Enrolled Public Elementary or High School (Pop 3+)	793,365	791,347	773,630	-0.25	-2.24

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

Male Education, Enrolled Private Schools (Pop 3+)	93,789	93,506	93,581	-0.30	0.08
Male Education, Enrolled Private Preprimary (Pop 3+)	29,575	29,497	29,302	-0.26	-0.66
Male Education, Enrolled Private Elementary or High School (Pop 3+)	64,214	64,009	64,279	-0.32	0.42
Male Education, Enrolled Public Schools (Pop 3+)	428,951	428,637	427,053	-0.07	-0.37
Male Education, Enrolled Public Preprimary (Pop 3+)	21,836	21,921	23,347	0.39	6.51
Male Education, Enrolled Public Elementary or High School (Pop 3+)	407,115	406,716	403,706	-0.10	-0.74

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	89,065	88,663	87,019	-0.45	-1.85
Female Education, Enrolled Private Preprimary (Pop 3+)	28,110	28,098	28,054	-0.04	-0.16
Female Education, Enrolled Private Elementary or High School (Pop 3+)	60,955	60,565	58,965	-0.64	-2.64
Female Education, Enrolled Public Schools (Pop 3+)	407,005	405,513	392,277	-0.37	-3.26
Female Education, Enrolled Public Preprimary (Pop 3+)	20,755	20,882	22,353	0.61	7.04
Female Education, Enrolled Public Elementary or High School (Pop 3+)	386,250	384,631	369,924	-0.42	-3.82

Population by Race

White Population, Alone	3,914,239	3,952,167	4,158,668	0.97	5.23
Black Population, Alone	1,169,185	1,180,097	1,241,875	0.93	5.23
Asian Population, Alone	127,920	128,960	134,842	0.81	4.56
American Indian and Alaska Native Population, Alone	16,108	16,216	16,811	0.67	3.67
Other Race Population, Alone	197,183	194,210	178,557	-1.51	-8.06
Two or More Races Population	140,000	139,559	136,962	-0.32	-1.86

Population by Ethnicity

Hispanic Population	2,312,929	2,352,647	2,626,299	1.72	11.63
White Non-Hispanic Population	1,956,951	1,949,992	1,905,482	-0.36	-2.28

Population by Race As Percent of Total Population

Percent of White Population, Alone	70.34	70.43	70.87	0.13	0.62
Percent of Black Population, Alone	21.01	21.03	21.16	0.10	0.62
Percent of Asian Population, Alone	2.30	2.30	2.30	0.00	0.00
Percent of American Indian and Alaska Native Population, Alone	0.29	0.29	0.29	0.00	0.00
Percent of Other Race Population, Alone	3.54	3.46	3.04	-2.26	-12.14
Percent of Two or More Races Population, Alone	2.52	2.49	2.33	-1.19	-6.43

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	41.56	41.93	44.76	0.89	6.75
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Percent of White Non-Hispanic Population 35.17 34.75 32.47

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	719,331	732,720	813,670	1.86	11.05
Education Attainment, Master's Degree (Pop 25+)	250,896	255,913	291,145	2.00	13.77
Education Attainment, Professional Degree (Pop 25+)	110,489	109,848	103,492	-0.58	-5.79
Education Attainment, Doctorate Degree (Pop 25+)	41,124	42,058	50,314	2.27	19.63

Household Income

Household Income, Median (\$)	55,781	55,831	64,663	0.09	15.82
Household Income, Average (\$)	73,799	73,846	87,947	0.06	19.10

Households by Income

Households with Income Less than \$25,000	471,630	471,275	422,840	-0.08	-10.28
Households with Income \$25,000 to \$49,999	492,541	491,946	456,655	-0.12	-7.17
Households with Income \$50,000 to \$74,999	366,046	365,961	357,282	-0.02	-2.37
Households with Income \$75,000 to \$99,999	255,530	255,426	270,733	-0.04	5.99
Households with Income \$100,000 to \$124,999	168,130	168,138	198,293	0.00	17.93
Households with Income \$125,000 to \$149,999	109,855	110,162	138,020	0.28	25.29
Households with Income \$150,000 to \$199,999	104,070	104,103	139,914	0.03	34.40
Households with Income \$200,000 and Over	129,824	130,133	194,368	0.24	49.36

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	18,249	18,329	21,002	0.44	14.58
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	16,915	16,948	19,228	0.20	13.45
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	14,675	14,598	15,604	-0.52	6.89
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	15,338	15,232	16,112	-0.69	5.78
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	12,368	12,443	15,306	0.61	23.01
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	11,464	11,506	14,013	0.37	21.79
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	9,946	9,911	11,372	-0.35	14.74
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	10,395	10,341	11,742	-0.52	13.55
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	12,057	12,110	16,141	0.44	33.29
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	11,175	11,198	14,777	0.21	31.96
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	9,695	9,645	11,992	-0.52	24.33
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	10,133	10,064	12,382	-0.68	23.03
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	9,802	9,806	14,739	0.04	50.31
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	9,085	9,067	13,494	-0.20	48.83
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	7,882	7,810	10,951	-0.91	40.22
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	8,238	8,150	11,307	-1.07	38.74
Families with one or more children aged 0-4 and Income \$350,000 and over	5,168	5,199	7,604	0.60	46.26
Families with one or more children aged 5-9 and Income \$350,000 and over	4,790	4,807	6,962	0.35	44.83
Families with one or more children aged 10-13 and Income \$350,000 and over	4,156	4,141	5,650	-0.36	36.44
Families with one or more children aged 14-17 and Income \$350,000 and over	4,343	4,321	5,833	-0.51	34.99

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	623,685	619,250	612,822	-0.71	-1.04
Housing, Owner Households Valued \$250,000-\$299,999	143,743	149,226	197,107	3.81	32.09
Housing, Owner Households Valued \$300,000-\$399,999	256,674	252,115	226,366	-1.78	-10.21
Housing, Owner Households Valued \$400,000-\$499,999	142,209	140,326	131,044	-1.32	-6.61
Housing, Owner Households Valued \$500,000-\$749,999	128,347	127,152	121,743	-0.93	-4.25
Housing, Owner Households Valued \$750,000-\$999,999	44,004	43,116	37,919	-2.02	-12.05
Housing, Owner Households Valued More than \$1,000,000	50,955	51,118	53,068	0.32	3.81

Households by Length of Residence

Length of Residence Less than 2 Years	201,019	210,665	292,115	4.80	38.66
Length of Residence 3 to 5 Years	301,529	315,997	438,172	4.80	38.66
Length of Residence 6 to 10 Years	977,522	962,150	886,881	-1.57	-7.82

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	327,531	327,423	287,085	-0.03	-12.32
White Households with Income \$25,000 to \$49,999	347,189	347,109	316,673	-0.02	-8.77
White Households with Income \$50,000 to \$74,999	267,915	267,915	258,119	0.00	-3.66
White Households with Income \$75,000 to \$99,999	193,307	193,313	204,582	0.00	5.83
White Households with Income \$100,000 to \$124,999	134,512	134,470	153,871	-0.03	14.43
White Households with Income \$125,000 to \$149,999	92,081	92,050	112,634	-0.03	22.36
White Households with Income \$150,000 to \$199,999	89,204	89,191	120,570	-0.01	35.18
White Households with Income \$200,000 and Over	120,264	120,362	176,551	0.08	46.68

Black Households by Income

Black Households with Income Less than \$25,000	110,057	110,246	109,432	0.17	-0.74
Black Households with Income \$25,000 to \$49,999	102,868	103,182	104,762	0.31	1.53
Black Households with Income \$50,000 to \$74,999	67,145	67,421	70,795	0.41	5.00
Black Households with Income \$75,000 to \$99,999	40,412	40,558	45,675	0.36	12.62
Black Households with Income \$100,000 to \$124,999	21,364	21,418	25,957	0.25	21.19
Black Households with Income \$125,000 to \$149,999	10,992	11,007	14,237	0.14	29.34
Black Households with Income \$150,000 to \$199,999	8,077	8,098	10,612	0.26	31.04
Black Households with Income \$200,000 and Over	5,362	5,381	7,531	0.35	39.96

Asian Households by Income

Asian Households with Income Less than \$25,000	7,806	7,707	6,817	-1.27	-11.55
Asian Households with Income \$25,000 to \$49,999	9,946	9,707	9,042	-2.40	-6.85
Asian Households with Income \$50,000 to \$74,999	8,045	8,175	8,686	1.62	6.25
Asian Households with Income \$75,000 to \$99,999	6,584	6,727	8,061	2.17	19.83
Asian Households with Income \$100,000 to \$124,999	3,934	4,094	7,642	4.07	86.66
Asian Households with Income \$125,000 to \$149,999	1,749	2,160	4,957	23.50	129.49
Asian Households with Income \$150,000 to \$199,999	2,691	2,746	3,231	2.04	17.66
Asian Households with Income \$200,000 and Over	1,166	1,463	4,898	25.47	234.79

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	647	652	566	0.77	-13.19
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	625	623	685	-0.32	9.95
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	1,054	1,054	901	0.00	-14.52
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	2,157	2,159	497	0.09	-76.98
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	536	537	1,983	0.19	269.27
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	298	300	523	0.67	74.33
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	188	186	338	-1.06	81.72
American Indian and Alaska Native Households with Income \$200,000 and Over	86	83	228	-3.49	174.70

Other Race Households by Income

Other Race Households with Income Less than \$25,000	15,051	14,824	10,561	-1.51	-28.76
Other Race Households with Income \$25,000 to \$49,999	20,199	19,768	15,630	-2.13	-20.93
Other Race Households with Income \$50,000 to \$74,999	13,110	12,792	11,251	-2.43	-12.05
Other Race Households with Income \$75,000 to \$99,999	7,414	7,212	6,997	-2.72	-2.98
Other Race Households with Income \$100,000 to \$124,999	3,933	3,838	4,787	-2.42	24.73
Other Race Households with Income \$125,000 to \$149,999	2,266	2,199	2,768	-2.96	25.88
Other Race Households with Income \$150,000 to \$199,999	1,715	1,696	2,326	-1.11	37.15
Other Race Households with Income \$200,000 and Over	1,141	1,102	2,027	-3.42	83.94

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	10,538	10,423	8,379	-1.09	-19.61
Two or More Races Households with Income \$25,000 to \$49,999	11,714	11,557	9,863	-1.34	-14.66
Two or More Races Households with Income \$50,000 to \$74,999	8,777	8,604	7,530	-1.97	-12.48

Two or More Races Households with Income \$75,000 to \$99,999	5,656	5,457	4,921	-3.52	-9.82
Two or More Races Households with Income \$100,000 to \$124,999	3,851	3,781	4,053	-1.82	7.19
Two or More Races Households with Income \$125,000 to \$149,999	2,469	2,446	2,901	-0.93	18.60
Two or More Races Households with Income \$150,000 to \$199,999	2,195	2,186	2,837	-0.41	29.78
Two or More Races Households with Income \$200,000 and Over	1,805	1,742	3,133	-3.49	79.85

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	212,742	210,986	195,924	-0.83	-7.14
Hispanic Households with Income \$25,000 to \$49,999	218,518	217,448	211,092	-0.49	-2.92
Hispanic Households with Income \$50,000 to \$74,999	152,887	153,353	157,455	0.30	2.67
Hispanic Households with Income \$75,000 to \$99,999	94,884	96,166	108,792	1.35	13.13
Hispanic Households with Income \$100,000 to \$124,999	58,087	59,223	71,215	1.96	20.25
Hispanic Households with Income \$125,000 to \$149,999	33,948	35,046	44,391	3.23	26.66
Hispanic Households with Income \$150,000 to \$199,999	30,009	30,983	39,806	3.25	28.48
Hispanic Households with Income \$200,000 and Over	30,139	31,485	43,590	4.47	38.45

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	161,212	160,669	132,690	-0.34	-17.41
White Non-Hispanic Households with Income \$25,000 to \$49,999	182,328	181,076	158,353	-0.69	-12.55
White Non-Hispanic Households with Income \$50,000 to \$74,999	148,888	145,685	125,051	-2.15	-14.16
White Non-Hispanic Households with Income \$75,000 to \$99,999	113,130	109,787	97,799	-2.96	-10.92
White Non-Hispanic Households with Income \$100,000 to \$124,999	82,602	81,118	76,115	-1.80	-6.17
White Non-Hispanic Households with Income \$125,000 to \$149,999	59,067	58,720	63,119	-0.59	7.49
White Non-Hispanic Households with Income \$150,000 to \$199,999	59,634	58,361	74,414	-2.13	27.51
White Non-Hispanic Households with Income \$200,000 and Over	86,411	85,857	118,610	-0.64	38.15

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.

All estimates are as of 1/1/2011 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>Nickname</u>	<u>Full Name</u>	<u>Characteristic</u>
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+)