



The NAIS Demographic Center 2012 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 – 2012. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).

Key Findings

School Age Population

- During 2010-2012, the number of households with children *Age 0 to 17 Years* grew from 682,449 to 704,620 (3.25 percent) in the CBSA of **Miami-Fort Lauderdale-Pompano Beach, FL**. This number is expected to increase by 8.76 percent during the next five years, totaling 766,321 in 2017.
- The *School Age Population* group is expected to decrease in 2017. Compared to the 2010-2012 decrease of **-2.01** percent, the population of children *Age 0 to 17 Years* is projected to decrease by **-8.58** percent from 1,181,724 in 2012 to 1,080,301 in 2017.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by **-7.46** percent from 579,639 in 2012 to 536,414 in 2017, while the *Male Population Age 0 to 17 Years* group will decrease by **-9.67** percent from 602,085 in 2012 to 543,887 in 2017.

Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by **-5.54** percent from 156,162 in 2012 to 147,517 in 2017, and decrease by **-5.12** percent for boys in the same age group from 163,033 in 2012 to 154,683 in 2017. The numbers for all groups are shown in the table below.

	MALE SCHOOL AGE POPULATION BY AGE			FEMALE SCHOOL AGE POPULATION BY AGE		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Age 0 to 4 Years	153,993	119,349	-22.50	149,426	117,307	-21.49
Age 5 to 9 Years	163,033	154,683	-5.12	156,162	147,517	-5.54
Age 10 to 13 Years	135,025	115,687	-14.32	131,201	122,204	-6.86
Age 14 to 17 Years	150,034	154,168	2.76	142,850	149,386	4.58

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to decrease by **-0.56** percent and **-8.10** percent, respectively, between 2012 and 2017, while *Nursery or Preschool* is expected to decrease by **-15.44** percent from 82,102 in 2012 to 69,427 in 2017. When broken down by gender, the number of girls and boys attending nursery or preschool will decrease **-14.89** percent and decrease **-15.97** percent, respectively, during the period 2012-2017. The numbers for all groups are shown in the table below.

	POPULATION IN SCHOOL			MALE POPULATION IN SCHOOL			FEMALE POPULATION IN SCHOOL		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Nursery or Preschool	82,102	69,427	-15.44	41,669	35,013	-15.97	40,433	34,414	-14.89
Kindergarten	63,919	63,562	-0.56	32,647	32,535	-0.34	31,272	31,027	-0.78
Grades 1 to 4	245,892	225,974	-8.10	125,593	115,666	-7.90	120,299	110,308	-8.31
Grades 5 to 8	251,859	231,456	-8.03	127,637	112,558	-11.81	124,022	118,898	-4.13
Grades 9 to 12	312,238	342,965	9.84	159,948	174,184	8.90	152,290	168,781	10.83

Enrollment in Private Schools

- The population enrolled in private schools decreased by **-4.42** percent during the years 2010-2012; and is expected to decrease by **-12.66** percent in 2017 from 152,767 in 2012 to 133,428 in 2017. While total public school enrollment increased 0.51 percent during the years 2010-2012, it will decrease by **-0.38** percent between 2012 and 2017.
- During 2010-2012, male preprimary enrollment in private schools decreased by **-6.66** percent and female preprimary enrollment by **-5.89** percent. During 2012-2017, male preprimary enrollment in private schools is anticipated to decrease by **-18.96** percent from 23,183 in 2012 to 18,787 in 2017; while female preprimary enrollment is expected to decrease by **-17.91** percent from 22,495 in 2012 to 18,466 in 2017. Further, the anticipated changes in male and female enrollment rates for elementary and high school are **-11.45** percent and **-8.88** percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 5.43 percent between 2010-2012; the population of Hispanics increased by 6.15 percent; the Asian population increased by 6.66 percent; the American Indian and Alaska Native population decreased by **-6.75** percent. The Other Race population decreased by **-6.48** percent; and the population of Two or More Races increased by 6.24 percent; and the White population increased by 1.99 percent during the years 2010-2012.
- While the White population represents 69.92 percent of the total population, it is expected to increase from 3,992,225 in 2012 to 4,108,986 in 2017 (2.92 percent). All other racial/ethnic groups are predicted to vary between 2012 and 2017, especially the Hispanic population, which will increase from 2,455,266 in 2012 to 2,819,169 in 2017 (14.82 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 2017 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 11,095 in 2012 to 13,363 in 2017 (20.44 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		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Aged 0-4	17,211	17,123	-0.51	11,307	12,729	11.69	11,095	13,363	20.44	7,608	10,742	41.19	5,744	8,036	39.90
Aged 5-9	18,106	21,865	20.76	11,989	16,254	35.57	11,672	17,064	46.20	8,003	13,717	71.40	6,043	10,261	69.80
Aged 10-13	15,101	17,212	13.98	10,000	12,795	27.95	9,735	13,432	37.98	6,675	10,798	61.77	5,040	8,078	60.28

Aged 14-17	16,613	21,963	32,20	11,001	16,327	48,41	10,710	17,140	60,04	7,343	13,779	87,65	5,545	10,307	85,88
------------	--------	--------	-------	--------	--------	-------	--------	--------	-------	-------	--------	-------	-------	--------	-------

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 2012 and 2017, as shown in the table below. In particular, *the Other Race Households with Income \$125,000 and \$149,999* are projected to increase by 30.94 percent, from 2,130 in 2012 to 2,789 in 2017.

	BLACK HOUSEHOLDS			ASIAN HOUSEHOLDS			AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS			OTHER RACE HOUSEHOLDS			TWO OR MORE RACES HOUSEHOLDS		
	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)	2012	2017	% Growth (2012-2017)
Income \$100,000 to \$124,999	22,801	28,224	23.78	3,603	6,707	86.15	506	1,401	176.88	4,296	4,380	1.96	4,542	4,619	7.52
Income \$125,000 to \$149,999	11,813	14,983	26.83	2,217	4,423	99.50	325	469	44.31	2,130	2,789	30.94	3,739	3,988	6.66
Income \$150,000 to \$199,999	9,311	12,041	29.32	2,958	3,206	8.38	223	322	44.39	2,056	2,130	3.60	3,294	4,224	28.23
Income \$200,000 and Over	6,058	8,200	35.36	782	3,780	383.38	80	261	226.25	1,379	2,264	64.18	3,764	5,437	44.45

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 37,354 in 2012 to 47,235 in 2017 (26.45 percent).

	HISPANIC HOUSEHOLDS		
	2012	2017	% Growth (2012-2017)
Income \$100,000 to \$124,999	61,542	75,575	27.68
Income \$125,000 to \$149,999	38,942	49,806	27.90
Income \$150,000 to \$199,999	35,284	44,873	27.18
Income \$200,000 and Over	37,354	47,235	26.45

13. The number of *Households by Home Value* also shifted between 2010 and 2012. In particular, the number of households with homes valued between \$250,000 and \$299,999 increased by 8.31 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 119,692 in 2012 to 111,046 in 2017 (-7.22 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2012	2017	% Growth (2010-2012)	% Growth (2012-2017)
Less than \$250,000	637,872	655,688	706,836	2.75	7.80
\$250,000-\$299,999	151,810	164,422	201,147	8.31	22.34
\$300,000-\$399,999	219,122	209,406	179,693	-4.43	-14.19
\$400,000-\$499,999	122,033	119,692	111,046	-1.92	-7.22
\$500,000-\$749,999	111,630	109,492	101,423	-1.92	-7.37
\$750,000-\$999,999	38,417	37,785	35,359	-1.65	-6.42
More than \$1,000,000	48,215	48,950	50,534	1.52	3.24

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 4.78 percent, from 728,811 in 2010 to 763,638 in 2012. This number is expected to increase by 11.01 percent through 2017. For people older than 25 years of age who hold graduate degrees, their numbers increased from 423,602 in 2010 to 451,668 in 2012 (6.63 percent), and it is forecasted this population will increase an additional 17.25 percent by the year 2017.

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](#), 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 - 2012

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	2010	2012	2017 (2010-2012)	% Growth Forecast
Total Population and Households				
Population	5,564,635	5,709,537	6,004,872	2.60
Households	2,097,626	2,147,937	2,289,321	2.40
Households with School Age Population				
Households with Children Age 0 to 17 Years	682,449	704,620	766,321	3.25
Percent of Households with Children Age 0 to 17 Years	32.53	32.80	33.47	0.83
School Age Population				
Population Age 0 to 17 Years	1,205,961	1,181,724	1,080,301	-2.01
Population Age 0 to 4 Years	324,045	303,419	236,656	-6.37
Population Age 5 to 9 Years	322,171	319,195	302,200	-0.92
Population Age 10 to 13 Years	273,332	266,226	237,891	-2.60
Population Age 14 to 17 Years	286,413	292,884	303,554	2.26
School Age Population by Gender				
Male Population Age 0 to 17 Years	616,374	602,085	543,887	-2.32
Female Population Age 0 to 17 Years	589,587	579,639	536,414	-1.69
Male School Age Population by Age				
Male Population Age 0 to 4 Years	165,124	153,993	119,349	-6.74
Male Population Age 5 to 9 Years	164,387	163,033	154,683	-0.82
Male Population Age 10 to 13 Years	140,002	135,025	115,687	-3.55
Male Population Age 14 to 17 Years	146,861	150,034	154,168	2.16
Female School Age Population by Age				
Female Population Age 0 to 4 Years	158,921	149,426	117,307	-5.97
Female Population Age 5 to 9 Years	157,784	156,162	147,517	-1.03
Female Population Age 10 to 13 Years	133,330	131,201	122,204	-1.60
Female Population Age 14 to 17 Years	139,552	142,850	149,386	2.36
Population in School				
Nursery or Preschool	86,614	82,102	69,427	-5.21
Kindergarten	64,008	63,919	63,562	-0.14
Grades 1 to 4	250,924	245,892	225,974	-2.01
Grades 5 to 8	257,093	251,659	231,456	-2.11
Grades 9 to 12	300,186	312,238	342,965	4.01
Population in School by Gender				
Male Enrolled in School	490,437	487,494	469,955	-0.60
Female Enrolled in School	468,388	468,316	463,429	-0.02
Male Population in School by Grade				
Male Nursery or Preschool	44,136	41,669	35,013	-5.59
Male Kindergarten	32,660	32,647	32,535	-0.04
Male Grades 1 to 4	128,033	125,593	115,666	-1.91
Male Grades 5 to 8	131,684	127,637	112,558	-3.07
Male Grades 9 to 12	153,924	159,948	174,184	3.91
Female Population in School by Grade				
Female Nursery or Preschool	42,478	40,433	34,414	-4.81
Female Kindergarten	31,348	31,272	31,027	-0.24
Female Grades 1 to 4	122,891	120,299	110,308	-2.11
Female Grades 5 to 8	125,409	124,022	118,898	-1.11
Female Grades 9 to 12	146,262	152,290	168,781	4.12
Population in School				
Education, Total Enrollment (Pop 3+)	958,825	955,810	933,384	-0.31
Education, Not Enrolled in School (Pop 3+)	4,001,426	4,131,352	4,399,618	3.25
Population in Public vs Private School				
Education, Enrolled Private Schools (Pop 3+)	159,828	152,767	133,428	-4.42
Education, Enrolled Private Preprimary (Pop 3+)	48,739	45,678	37,253	-6.28
Education, Enrolled Private Elementary or High School (Pop 3+)	111,089	107,089	96,175	-3.60
Education, Enrolled Public Schools (Pop 3+)	798,997	803,043	799,956	0.51
Education, Enrolled Public Preprimary (Pop 3+)	37,875	36,424	32,174	-3.83
Education, Enrolled Public Elementary or High School (Pop 3+)	761,122	766,619	767,782	0.72
Population in Public vs Private School by Gender				
Male Population in Public vs Private School				
Male Education, Enrolled Private Schools (Pop 3+)	81,673	77,817	67,167	-4.72
Male Education, Enrolled Private Preprimary (Pop 3+)	24,836	23,183	18,787	-6.66
Male Education, Enrolled Private Elementary or High School (Pop 3+)	56,837	54,634	48,380	-3.88
Male Education, Enrolled Public Schools (Pop 3+)	408,764	409,677	402,788	0.22
Male Education, Enrolled Public Preprimary (Pop 3+)	19,300	18,486	16,226	-4.22
Male Education, Enrolled Public Elementary or High School (Pop 3+)	389,464	391,191	386,563	0.44
Female Population in Public vs Private School				
Female Education, Enrolled Private Schools (Pop 3+)	78,155	74,950	66,261	-4.10
Female Education, Enrolled Private Preprimary (Pop 3+)	23,903	22,495	18,466	-5.89
Female Education, Enrolled Private Elementary or High School (Pop 3+)	54,252	52,455	47,795	-3.31
Female Education, Enrolled Public Schools (Pop 3+)	390,233	393,366	397,168	0.80
Female Education, Enrolled Public Preprimary (Pop 3+)	18,575	17,938	15,948	-3.43
Female Education, Enrolled Public Elementary or High School (Pop 3+)	371,658	375,428	381,219	1.01
Population by Race				
White Population, Alone	3,914,239	3,992,225	4,108,986	1.99
Black Population, Alone	1,169,185	1,232,707	1,400,697	5.43
Asian Population, Alone	127,920	136,444	160,512	6.66

American Indian and Alaska Native Population, Alone	16,108	15,021	11,493	-6.75	-23.49
Other Race Population, Alone	197,183	184,410	148,130	-6.48	-19.67
Two or More Races Population	140,000	148,730	175,054	6.24	17.70

Population by Ethnicity

Hispanic Population	2,312,929	2,455,266	2,819,169	6.15	14.82
White Non-Hispanic Population	1,937,941	1,858,128	1,691,423	-4.12	-8.97

Population by Race As Percent of Total Population

Percent of White Population, Alone	70.34	69.92	68.43	-0.60	-2.13
Percent of Black Population, Alone	21.01	21.59	23.33	2.76	8.06
Percent of Asian Population, Alone	2.30	2.39	2.67	3.91	11.72
Percent of American Indian and Alaska Native Population, Alone	0.29	0.26	0.19	-10.34	-26.92
Percent of Other Race Population, Alone	3.54	3.23	2.47	-8.76	-23.53
Percent of Two or More Races Population, Alone	2.52	2.60	2.92	3.17	12.31

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	41.56	43.00	46.95	3.46	9.19
Percent of White Non-Hispanic Population	34.83	32.54	28.17	-6.57	-13.43

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	728,811	763,638	847,679	4.78	11.01
Education Attainment, Master's Degree (Pop 25+)	267,759	288,664	348,025	7.81	20.56
Education Attainment, Professional Degree (Pop 25+)	110,147	113,108	118,760	2.69	5.00
Education Attainment, Doctorate Degree (Pop 25+)	45,696	49,896	62,812	9.19	25.89

Household Income

Household Income, Median (\$)	53,428	54,302	64,495	1.64	18.77
Household Income, Average (\$)	75,367	76,304	93,380	1.24	22.38

Households by Income

Households with Income Less than \$25,000	492,585	497,097	445,248	0.92	-10.43
Households with Income \$25,000 to \$49,999	505,985	512,500	482,941	1.29	-5.77
Households with Income \$50,000 to \$74,999	366,456	374,052	373,344	2.07	-0.19
Households with Income \$75,000 to \$99,999	246,450	254,624	283,353	3.32	11.28
Households with Income \$100,000 to \$124,999	162,228	169,098	203,184	4.23	20.16
Households with Income \$125,000 to \$149,999	102,744	107,688	146,190	4.81	35.75
Households with Income \$150,000 to \$199,999	100,175	105,039	146,685	4.86	39.65
Households with Income \$200,000 and Over	121,003	127,839	208,376	5.65	63.00

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	17,147	17,211	17,123	0.37	-0.51
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	17,048	18,106	21,865	6.21	20.76
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	14,463	15,101	17,212	4.41	13.98
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	15,156	16,613	21,963	9.61	32.20
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	11,327	11,397	12,729	0.62	11.69
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	11,261	11,989	16,254	6.46	35.57
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	9,554	10,000	12,795	4.67	27.95
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	10,012	11,001	16,327	9.88	48.41
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	11,035	11,095	13,363	0.54	20.44
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	10,971	11,672	17,064	6.39	46.20
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	9,308	9,735	13,432	4.59	37.98
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	9,754	10,710	17,140	9.80	60.04
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	7,478	7,608	10,742	1.74	41.19
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	7,435	8,003	13,717	7.64	71.40
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	6,308	6,675	10,798	5.82	61.77
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	6,610	7,343	13,779	11.09	87.65
Families with one or more children aged 0-4 and Income \$350,000 and over	5,638	5,744	8,036	1.88	39.90
Families with one or more children aged 5-9 and Income \$350,000 and over	5,605	6,043	10,261	7.81	69.80
Families with one or more children aged 10-13 and Income \$350,000 and over	4,755	5,040	8,078	5.99	60.28
Families with one or more children aged 14-17 and Income \$350,000 and over	4,983	5,545	10,307	11.28	85.88

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	637,872	655,688	706,836	2.79	7.80
Housing, Owner Households Valued \$250,000-\$299,999	151,810	164,422	201,147	8.31	22.34
Housing, Owner Households Valued \$300,000-\$399,999	219,122	209,406	179,693	-4.43	-14.19
Housing, Owner Households Valued \$400,000-\$499,999	122,033	119,692	111,046	-1.92	-7.22
Housing, Owner Households Valued \$500,000-\$749,999	111,630	109,492	101,423	-1.92	-7.37
Housing, Owner Households Valued \$750,000-\$999,999	38,417	37,785	35,359	-1.65	-6.42
Housing, Owner Households Valued More than \$1,000,000	48,215	48,950	50,534	1.52	3.24

Households by Length of Residence

Length of Residence Less than 2 Years	278,335	308,746	402,661	10.93	30.42
Length of Residence 3 to 5 Years	417,503	463,119	603,992	10.93	30.42
Length of Residence 6 to 10 Years	850,320	835,971	787,267	-1.69	-5.83
Length of Residence More than 10 Years	551,467	540,101	495,401	-2.06	-8.28

Households by Race and Income**White Households by Income**

White Households with Income Less than \$25,000	345,707	350,481	290,019	1.38	-17.25
White Households with Income \$25,000 to \$49,999	361,358	366,053	324,426	1.30	-11.37
White Households with Income \$50,000 to \$74,999	269,423	273,563	262,558	1.54	-4.02
White Households with Income \$75,000 to \$99,999	186,899	190,596	211,126	1.98	10.77
White Households with Income \$100,000 to \$124,999	130,427	133,350	157,853	2.24	18.37
White Households with Income \$125,000 to \$149,999	84,991	87,464	119,538	2.91	36.67
White Households with Income \$150,000 to \$199,999	84,466	87,197	124,762	3.23	43.08
White Households with Income \$200,000 and Over	111,259	115,776	188,434	4.06	62.76

Black Households by Income

Black Households with Income Less than \$25,000	117,629	118,277	132,962	0.55	12.42
Black Households with Income \$25,000 to \$49,999	107,983	111,164	128,508	2.95	15.60
Black Households with Income \$50,000 to \$74,999	68,769	72,853	85,726	5.94	17.67
Black Households with Income \$75,000 to \$99,999	38,827	43,602	52,348	12.30	20.06
Black Households with Income \$100,000 to \$124,999	19,059	22,801	28,224	19.63	23.78
Black Households with Income \$125,000 to \$149,999	9,545	11,813	14,983	23.76	26.83
Black Households with Income \$150,000 to \$199,999	7,701	9,311	12,041	20.91	29.32

Black Households with Income \$200,000 and Over	4,536	6,058	8,200	33.55	35.36
Asian Households by Income					
Asian Households with Income Less than \$25,000	8,725	9,166	8,900	5.05	-2.90
Asian Households with Income \$25,000 to \$49,999	10,794	11,067	11,699	2.53	5.71
Asian Households with Income \$50,000 to \$74,999	8,831	9,465	10,515	7.18	11.09
Asian Households with Income \$75,000 to \$99,999	5,797	6,385	8,942	10.14	40.05
Asian Households with Income \$100,000 to \$124,999	3,136	3,603	6,707	14.89	86.15
Asian Households with Income \$125,000 to \$149,999	1,820	2,217	4,423	21.81	99.50
Asian Households with Income \$150,000 to \$199,999	2,792	2,958	3,206	5.95	8.38
Asian Households with Income \$200,000 and Over	360	782	3,780	117.22	383.38
American Indian and Alaska Native Households					
American Indian and Alaska Native Households with Income Less than \$25,000	364	345	171	-5.22	-50.43
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	483	473	265	-2.07	-43.97
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	1,043	1,036	268	-0.67	-74.13
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	1,835	1,772	644	-3.43	-63.66
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	510	506	1,401	-0.78	176.88
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	329	325	469	-1.22	44.31
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	231	223	322	-3.46	44.39
American Indian and Alaska Native Households with Income \$200,000 and Over	75	80	261	6.67	226.25
Other Race Households by Income					
Other Race Households with Income Less than \$25,000	12,104	11,448	7,896	-5.42	-31.03
Other Race Households with Income \$25,000 to \$49,999	16,908	15,809	11,377	-6.50	-28.03
Other Race Households with Income \$50,000 to \$74,999	11,395	10,554	8,532	-7.38	-19.16
Other Race Households with Income \$75,000 to \$99,999	7,290	6,810	5,360	-6.58	-21.29
Other Race Households with Income \$100,000 to \$124,999	4,514	4,296	4,380	-4.83	1.96
Other Race Households with Income \$125,000 to \$149,999	2,311	2,130	2,789	-7.83	30.94
Other Race Households with Income \$150,000 to \$199,999	2,261	2,056	2,130	-9.07	3.60
Other Race Households with Income \$200,000 and Over	1,484	1,379	2,264	-7.08	64.18
Two or More Races Households by Income					
Two or More Races Households with Income Less than \$25,000	8,056	7,380	5,300	-8.39	-28.18
Two or More Races Households with Income \$25,000 to \$49,999	8,459	7,934	6,666	-6.21	-15.98
Two or More Races Households with Income \$50,000 to \$74,999	6,995	6,581	5,745	-5.92	-12.70
Two or More Races Households with Income \$75,000 to \$99,999	5,802	5,459	4,933	-5.91	-9.64
Two or More Races Households with Income \$100,000 to \$124,999	4,582	4,542	4,619	-0.87	1.70
Two or More Races Households with Income \$125,000 to \$149,999	3,748	3,739	3,988	-0.24	6.66
Two or More Races Households with Income \$150,000 to \$199,999	2,724	3,294	4,224	20.93	28.23
Two or More Races Households with Income \$200,000 and Over	3,289	3,764	5,437	14.44	44.45
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	207,894	199,833	218,713	-3.88	9.45
Hispanic Households with Income \$25,000 to \$49,999	206,229	204,906	236,765	-0.64	15.55
Hispanic Households with Income \$50,000 to \$74,999	140,150	145,974	175,600	4.16	20.30
Hispanic Households with Income \$75,000 to \$99,999	83,017	97,283	120,886	17.18	24.26
Hispanic Households with Income \$100,000 to \$124,999	50,656	61,542	78,575	21.49	27.68
Hispanic Households with Income \$125,000 to \$149,999	29,103	38,942	49,806	33.81	27.90
Hispanic Households with Income \$150,000 to \$199,999	26,206	35,284	44,873	34.64	27.18
Hispanic Households with Income \$200,000 and Over	25,792	37,354	47,235	44.83	26.45
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	173,064	162,321	114,663	-6.21	-29.36
White Non-Hispanic Households with Income \$25,000 to \$49,999	193,723	182,760	139,639	-5.66	-23.59
White Non-Hispanic Households with Income \$50,000 to \$74,999	153,610	145,889	121,177	-5.03	-16.94
White Non-Hispanic Households with Income \$75,000 to \$99,999	112,668	108,603	102,488	-3.61	-5.63
White Non-Hispanic Households with Income \$100,000 to \$124,999	82,803	80,411	81,716	-2.89	1.62
White Non-Hispanic Households with Income \$125,000 to \$149,999	54,786	54,628	66,012	-0.29	20.84
White Non-Hispanic Households with Income \$150,000 to \$199,999	57,303	57,466	71,802	0.28	24.95
White Non-Hispanic Households with Income \$200,000 and Over	80,448	83,188	123,363	3.41	48.29

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 1/1/2012 unless otherwise stated.

National Association of Independent Schools
1129 20th St. N.W., Suite 800, Washington, DC 20036-3425
phone: (202) 973-9700 email: DemoCenterHelp@nais.org

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+)