



The NAIS Demographic Center 2010 Local Area Reports

CBSA : Tampa-St. Petersburg-Clearwater, 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 285,183 to 293,402 (2.88 percent) in the CBSA of **Tampa-St. Petersburg-Clearwater, FL**. This number is expected to increase by 6.78 percent during the next five years, totaling 313,283 in 2015.
2. The *School Age Population* group is expected to increase in 2015. Compared to the 2000-2010 increase of 15.52 percent, the population of children *Age 0 to 17 Years* is projected to increase by 2.37 percent from 606,375 in 2010 to 620,755 in 2015.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 2.13 percent from 293,281 in 2010 to 299,517 in 2015, while the *Male Population Age 0 to 17 Years* group will increase by 2.60 percent from 313,094 in 2010 to 321,238 in 2015.

Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 0.31 percent from 83,648 in 2010 to 83,905 in 2015, and increase by 1.15 percent for boys in the same age group from 90,028 in 2010 to 91,062 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	86,934	92,510	6.41	81,808	86,758	6.05
Age 5 to 9 Years	90,028	91,062	1.15	83,648	83,905	0.31
Age 10 to 13 Years	67,954	68,716	1.12	64,458	65,006	0.85
Age 14 to 17 Years	68,178	68,950	1.13	63,367	63,848	0.76

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 3.95 percent and 3.95 percent, respectively, between 2010 and 2015, while *Nursery or Preschool* is expected to increase by 9.82 percent from 48,206 in 2010 to 52,940 in 2015. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 9.63 percent and increase 10.00 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	48,206	52,940	9.82	24,835	27,319	10.00	23,371	25,621	9.63
Kindergarten	34,619	35,986	3.95	17,946	18,729	4.36	16,674	17,257	3.50
Grades 1 to 4	138,477	143,946	3.95	71,782	74,917	4.37	66,695	69,029	3.50
Grades 5 to 8	131,970	137,516	4.20	67,727	70,666	4.34	64,243	66,850	4.06
Grades 9 to 12	131,106	136,567	4.17	67,951	70,907	4.35	63,155	65,660	3.97

Enrollment in Private Schools

- The population enrolled in private schools increased by 19.43 percent during the years 2000-2010; and is expected to increase by 6.46 percent in 2015 from 85,178 in 2010 to 90,681 in 2015. While total public school enrollment increased 11.15 percent during the years 2000-2010, it will increase by 4.28 percent between 2010 and 2015.
- During 2000-2010, male preprimary enrollment in private schools increased by 40.26 percent and female preprimary enrollment by 39.01 percent. During 2010-2015, male preprimary enrollment in private schools is anticipated to increase by 13.59 percent from 16,288 in 2010 to 18,501 in 2015; while female preprimary enrollment is expected to increase by 13.20 percent from 15,327 in 2010 to 17,350 in 2015. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 2.63 percent and 2.09 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 23.31 percent between 2000-2010; the population of Hispanics increased by 64.86 percent; the Asian population increased by 71.74 percent. The Other ^[1] population increased by 36.02 percent; and the White population increased by 11.51 percent during the years 2000-2010.
- While the White population represents 80.33 percent of the total population, it is expected to increase from 2,215,067 in 2010 to 2,244,451 in 2015 (1.33 percent). All other racial/ethnic groups are predicted to vary between 2010 and 2015, especially the Hispanic population, which will increase from 409,911 in 2010 to 467,822 in 2015 (14.13 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 2,883 in 2010 to 3,929 in 2015 (36.28 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	7,602	10,748	41.38	4,381	6,633	51.40	2,883	3,929	36.28	2,059	2,930	42.30	1,682	2,372	41.02
Aged 5-9	7,824	10,490	34.07	4,509	6,474	43.58	2,967	3,835	29.26	2,119	2,859	34.92	1,732	2,315	33.66
Aged 10-13	5,965	8,017	34.40	3,438	4,948	43.92	2,262	2,931	29.58	1,616	2,185	35.21	1,320	1,769	34.02

Aged 14-17	5,926	7,962	34.36	3,415	4,914	43.89	2,247	2,911	29.55	1,605	2,170	35.20	1,311	1,757	34.02
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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 73.54 percent, from 820 in 2010 to 1,423 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	5,177	7,857	51.77	1,602	3,119	94.69	1,701	3,969	133.33
Income \$125,000 to \$149,999	2,175	3,324	52.83	1,095	1,793	63.74	820	1,423	73.54
Income \$150,000 to \$199,999	1,121	1,445	28.90	698	807	15.62	534	781	46.25
Income \$200,000 and Over	1,536	2,034	32.42	1,117	1,857	66.25	531	903	70.06

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 2,202 in 2010 to 3,237 in 2015 (47.00 percent).

	HISPANIC HOUSEHOLDS		
	2010	2015	% Growth (2010-2015)
Income \$100,000 to \$124,999	7,033	11,844	68.41
Income \$125,000 to \$149,999	3,587	5,816	62.14
Income \$150,000 to \$199,999	2,036	2,900	42.44
Income \$200,000 and Over	2,202	3,237	47.00

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 215.55 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to increase from 32,066 in 2010 to 42,851 in 2015 (33.63 percent).

	HOUSEHOLDS BY HOME VALUE				
	2000	2010	2015	% Growth (2000-2010)	% Growth (2010-2015)
Less than \$250,000	672,667	653,153	645,524	-2.90	-1.17
\$250,000-\$299,999	15,375	48,516	62,036	215.55	27.87
\$300,000-\$399,999	12,924	45,293	50,013	250.46	10.42
\$400,000-\$499,999	5,437	32,066	42,851	489.77	33.63
\$500,000-\$749,999	4,918	33,053	34,710	572.08	5.01
\$750,000-\$999,999	1,810	17,865	24,311	887.02	36.08
More than \$1,000,000	1,810	10,923	13,110	503.48	20.02

Population with Higher Education

14. The number of people older than 25 years of age who hold college degrees in the CBSA of **Tampa-St. Petersburg-Clearwater, FL** increased 28.32 percent, from 242,621 in 2000 to 311,334 in 2010. This number is expected to increase by 8.70 percent through 2015. For people older than 25 years of age who hold graduate degrees, their numbers increased from 124,257 in 2000 to 159,676 in 2010 (28.50 percent), and it is forecasted this population will increase an additional 6.51 percent by the year 2015.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the CBSA of **Tampa-St. Petersburg-Clearwater, 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: Tampa-St. Petersburg-Clearwater, FL

CBSA Code: 45300

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	2,395,997	2,757,566	2,860,088	15.09	3.72
Households	1,009,316	1,166,605	1,211,506	15.58	3.85
Households with School Age Population					
Households with Children Age 0 to 17 Years	285,183	293,402	313,283	2.88	6.78
Percent of Households with Children Age 0 to 17 Years	28.26	25.15	25.86	-11.00	2.82
School Age Population					
Population Age 0 to 17 Years	524,911	606,375	620,755	15.52	2.37
Population Age 0 to 4 Years	137,837	168,742	179,268	22.42	6.24
Population Age 5 to 9 Years	150,158	173,676	174,967	15.66	0.74
Population Age 10 to 13 Years	120,671	132,412	133,722	9.73	0.99
Population Age 14 to 17 Years	116,245	131,545	132,798	13.16	0.95
School Age Population by Gender					
Male Population Age 0 to 17 Years	269,397	313,094	321,238	16.22	2.60
Female Population Age 0 to 17 Years	255,514	293,281	299,517	14.78	2.13
Male School Age Population by Age					
Male Population Age 0 to 4 Years	70,703	86,934	92,510	22.96	6.41
Male Population Age 5 to 9 Years	76,968	90,028	91,062	16.97	1.15
Male Population Age 10 to 13 Years	61,794	67,954	68,716	9.97	1.12
Male Population Age 14 to 17 Years	59,932	68,178	68,950	13.76	1.13
Female School Age Population by Age					
Female Population Age 0 to 4 Years	67,134	81,808	86,758	21.86	6.05
Female Population Age 5 to 9 Years	73,190	83,648	83,905	14.29	0.31
Female Population Age 10 to 13 Years	58,878	64,458	65,006	9.48	0.85
Female Population Age 14 to 17 Years	56,312	63,367	63,848	12.53	0.76
Population in School					
Nursery or Preschool	40,792	48,206	52,940	18.18	9.82
Kindergarten	30,233	34,619	35,986	14.51	3.95
Grades 1 to 4	120,933	138,477	143,946	14.51	3.95
Grades 5 to 8	121,481	131,970	137,516	8.63	4.20
Grades 9 to 12	117,025	131,106	136,567	12.03	4.17
Population in School by Gender					
Male Enrolled in School	220,952	250,241	262,538	13.26	4.91
Female Enrolled in School	209,512	234,138	244,418	11.75	4.39
Male Population in School by Grade					

Male Nursery or Preschool	20,924	24,835	27,319	18.69	10.00
Male Kindergarten	15,497	17,946	18,729	15.80	4.36
Male Grades 1 to 4	61,988	71,782	74,917	15.80	4.37
Male Grades 5 to 8	62,208	67,727	70,666	8.87	4.34
Male Grades 9 to 12	60,335	67,951	70,907	12.62	4.35
Female Population in School by Grade					
Female Nursery or Preschool	19,868	23,371	25,621	17.63	9.63
Female Kindergarten	14,736	16,674	17,257	13.15	3.50
Female Grades 1 to 4	58,945	66,695	69,029	13.15	3.50
Female Grades 5 to 8	59,273	64,243	66,850	8.38	4.06
Female Grades 9 to 12	56,690	63,155	65,660	11.40	3.97
Population in School					
Education, Total Enrollment (Pop 3+)	430,464	484,379	506,956	12.52	4.66
Education, Not Enrolled in School (Pop 3+)	1,765,248	2,022,848	2,090,742	14.59	3.36
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	71,321	85,178	90,681	19.43	6.46
Education, Enrolled Private Preprimary (Pop 3+)	22,639	31,615	35,851	39.65	13.40
Education, Enrolled Private Elementary or High School (Pop 3+)	48,682	53,563	54,830	10.03	2.37
Education, Enrolled Public Schools (Pop 3+)	359,143	399,201	416,275	11.15	4.28
Education, Enrolled Public Preprimary (Pop 3+)	18,153	16,591	17,089	-8.60	3.00
Education, Enrolled Public Elementary or High School (Pop 3+)	340,990	382,610	399,186	12.21	4.33
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	36,602	43,968	46,907	20.12	6.68
Male Education, Enrolled Private Preprimary (Pop 3+)	11,613	16,288	18,501	40.26	13.59
Male Education, Enrolled Private Elementary or High School (Pop 3+)	24,990	27,680	28,407	10.76	2.63
Male Education, Enrolled Public Schools (Pop 3+)	184,350	206,273	215,631	11.89	4.54
Male Education, Enrolled Public Preprimary (Pop 3+)	9,312	8,547	8,819	-8.22	3.18
Male Education, Enrolled Public Elementary or High School (Pop 3+)	175,038	197,725	206,812	12.96	4.60
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	34,719	41,210	43,774	18.70	6.22
Female Education, Enrolled Private Preprimary (Pop 3+)	11,026	15,327	17,350	39.01	13.20
Female Education, Enrolled Private Elementary or High School (Pop 3+)	23,692	25,883	26,423	9.25	2.09
Female Education, Enrolled Public Schools (Pop 3+)	174,793	192,928	200,644	10.38	4.00
Female Education, Enrolled Public Preprimary (Pop 3+)	8,841	8,044	8,270	-9.01	2.81
Female Education, Enrolled Public Elementary or High School (Pop 3+)	165,952	184,885	192,374	11.41	4.05
Population by Race					
White Population, Alone	1,986,503	2,215,067	2,244,451	11.51	1.33
Black Population, Alone	244,457	301,448	331,102	23.31	9.84
Asian Population, Alone	46,373	79,642	90,010	71.74	13.02
Other Population	118,664	161,409	194,525	36.02	20.52
Population by Ethnicity					
Hispanic Population	248,642	409,911	467,822	64.86	14.13
White Non-Hispanic Population	1,821,955	1,942,460	1,950,359	6.61	0.41

Population by Race As Percent of Total Population

Percent of White Population, Alone	82.91	80.33	78.47	-3.11	-2.32
Percent of Black Population, Alone	10.20	10.93	11.58	7.16	5.95
Percent of Asian Population, Alone	1.94	2.89	3.15	48.97	9.00
Percent of Other Population	4.95	5.85	6.80	18.18	16.24

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	10.38	14.86	16.36	43.16	10.09
Percent of White Non-Hispanic Population	76.04	70.44	68.19	-7.36	-3.19

Educational Attainment

Education Attainment, College (Pop 25+)	242,621	311,334	338,414	28.32	8.70
Education Attainment, Graduate Degree (Pop 25+)	124,257	159,676	170,077	28.50	6.51

Household Income

Household Income, Median (\$)	37,954	49,596	61,083	30.67	23.16
Household Income, Average (\$)	50,863	67,904	83,933	33.50	23.61

Households by Income

Households with Income Less than \$25,000	317,089	261,629	203,213	-17.49	-22.33
Households with Income \$25,000 to \$49,999	332,178	326,767	297,487	-1.63	-8.96
Households with Income \$50,000 to \$74,999	182,813	223,595	236,977	22.31	5.98
Households with Income \$75,000 to \$99,999	82,831	152,158	198,103	83.70	30.20
Households with Income \$100,000 to \$124,999	40,096	82,431	112,027	105.58	35.90
Households with Income \$125,000 to \$149,999	18,318	47,087	67,645	157.05	43.66
Households with Income \$150,000 to \$199,999	16,560	31,570	40,740	90.64	29.05
Households with Income \$200,000 and Over	19,431	41,368	55,314	112.90	33.71

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	3,942	7,602	10,748	92.85	41.38
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	4,294	7,824	10,490	82.21	34.07
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	3,451	5,965	8,017	72.85	34.40
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	3,324	5,926	7,962	78.28	34.36
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	1,770	4,381	6,633	147.51	51.40
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	1,928	4,509	6,474	133.87	43.58
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	1,549	3,438	4,948	121.95	43.92
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	1,493	3,415	4,914	128.73	43.89
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	1,610	2,883	3,929	79.07	36.28
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	1,754	2,967	3,835	69.16	29.26
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	1,409	2,262	2,931	60.54	29.58
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	1,358	2,247	2,911	65.46	29.55
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	1,035	2,059	2,930	98.94	42.30
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	1,128	2,119	2,859	87.85	34.92
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	906	1,616	2,185	78.37	35.21
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	873	1,605	2,170	83.85	35.20
Families with one or more children aged 0-4 and Income \$350,000 and over	787	1,682	2,372	113.72	41.02
Families with one or more children aged 5-9 and Income \$350,000 and over	857	1,732	2,315	102.10	33.66
Families with one or more children aged 10-13 and Income \$350,000 and over	689	1,320	1,769	91.58	34.02
Families with one or more children aged 14-17 and Income \$350,000 and over	664	1,311	1,757	97.44	34.02

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	672,667	653,153	645,524	-2.90	-1.17
Housing, Owner Households Valued \$250,000-\$299,999	15,375	48,516	62,036	215.55	27.87

Housing, Owner Households Valued \$300,000-\$399,999	12,924	45,293	50,013	250.46	10.42
Housing, Owner Households Valued \$400,000-\$499,999	5,437	32,066	42,851	489.77	33.63
Housing, Owner Households Valued \$500,000-\$749,999	4,918	33,053	34,710	572.08	5.01
Housing, Owner Households Valued \$750,000-\$999,999	1,810	17,865	24,311	887.02	36.08
Housing, Owner Households Valued More than \$1,000,000	1,810	10,923	13,110	503.48	20.02

Households by Length of Residence

Length of Residence Less than 2 Years	64,836	307,090	336,319	373.64	9.52
Length of Residence 3 to 5 Years	97,254	460,635	504,478	373.64	9.52
Length of Residence 6 to 10 Years	297,188	328,166	341,831	10.42	4.16
Length of Residence More than 10 Years	550,039	70,713	28,878	-87.14	-59.16

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	261,929	203,678	151,016	-22.24	-25.86
White Households with Income \$25,000 to \$49,999	286,393	267,000	235,327	-6.77	-11.86
White Households with Income \$50,000 to \$74,999	162,534	190,929	196,584	17.47	2.96
White Households with Income \$75,000 to \$99,999	75,159	133,315	167,396	77.38	25.56
White Households with Income \$100,000 to \$124,999	37,148	73,951	97,082	99.07	31.28
White Households with Income \$125,000 to \$149,999	17,042	42,997	61,105	152.30	42.11
White Households with Income \$150,000 to \$199,999	15,725	29,217	37,707	85.80	29.06
White Households with Income \$200,000 and Over	18,018	38,184	50,520	111.92	32.31

Black Households by Income

Black Households with Income Less than \$25,000	38,657	36,023	33,832	-6.81	-6.08
Black Households with Income \$25,000 to \$49,999	27,251	32,641	35,038	19.78	7.34
Black Households with Income \$50,000 to \$74,999	12,286	18,125	21,258	47.53	17.29
Black Households with Income \$75,000 to \$99,999	4,521	11,325	16,237	150.50	43.37
Black Households with Income \$100,000 to \$124,999	1,543	5,177	7,857	235.52	51.77
Black Households with Income \$125,000 to \$149,999	621	2,175	3,324	250.24	52.83
Black Households with Income \$150,000 to \$199,999	347	1,121	1,445	223.05	28.90
Black Households with Income \$200,000 and Over	775	1,536	2,034	98.19	32.42

Asian Households by Income

Asian Households with Income Less than \$25,000	3,226	4,384	3,120	35.90	-28.83
Asian Households with Income \$25,000 to \$49,999	5,293	7,793	7,258	47.23	-6.87
Asian Households with Income \$50,000 to \$74,999	2,904	5,516	5,689	89.94	3.14
Asian Households with Income \$75,000 to \$99,999	1,166	3,314	6,189	184.22	86.75
Asian Households with Income \$100,000 to \$124,999	708	1,602	3,119	126.27	94.69
Asian Households with Income \$125,000 to \$149,999	286	1,095	1,793	282.87	63.74
Asian Households with Income \$150,000 to \$199,999	276	698	807	152.90	15.62
Asian Households with Income \$200,000 and Over	391	1,117	1,857	185.68	66.25

Other Households by Income

Other Households with Income Less than \$25,000	13,277	17,544	15,245	32.14	-13.10
Other Households with Income \$25,000 to \$49,999	13,241	19,333	19,864	46.01	2.75
Other Households with Income \$50,000 to \$74,999	5,089	9,025	13,446	77.34	48.99
Other Households with Income \$75,000 to \$99,999	1,985	4,204	8,281	111.79	96.98
Other Households with Income \$100,000 to \$124,999	697	1,701	3,969	144.05	133.33
Other Households with Income \$125,000 to \$149,999	369	820	1,423	122.22	73.54
Other Households with Income \$150,000 to \$199,999	212	534	781	151.89	46.25
Other Households with Income \$200,000 and Over	247	531	903	114.98	70.06

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

Hispanic Households with Income Less than \$25,000	27,513	37,619	36,178	36.73	-3.83
Hispanic Households with Income \$25,000 to \$49,999	27,710	42,834	45,827	54.58	6.99
Hispanic Households with Income \$50,000 to \$74,999	13,209	26,651	34,200	101.76	28.33
Hispanic Households with Income \$75,000 to \$99,999	5,258	15,065	23,934	186.52	58.87
Hispanic Households with Income \$100,000 to \$124,999	2,252	7,033	11,844	212.30	68.41
Hispanic Households with Income \$125,000 to \$149,999	904	3,587	5,816	296.79	62.14
Hispanic Households with Income \$150,000 to \$199,999	627	2,036	2,900	224.72	42.44
Hispanic Households with Income \$200,000 and Over	841	2,202	3,237	161.83	47.00

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	242,440	183,250	132,361	-24.41	-27.77
White Non-Hispanic Households with Income \$25,000 to \$49,999	268,929	241,324	208,449	-10.26	-13.62
White Non-Hispanic Households with Income \$50,000 to \$74,999	153,098	170,760	173,731	11.54	1.74
White Non-Hispanic Households with Income \$75,000 to \$99,999	70,968	117,184	146,686	65.12	25.18
White Non-Hispanic Households with Income \$100,000 to \$124,999	35,167	65,023	85,017	84.90	30.75
White Non-Hispanic Households with Income \$125,000 to \$149,999	16,205	37,641	53,945	132.28	43.31
White Non-Hispanic Households with Income \$150,000 to \$199,999	15,051	26,027	33,590	72.93	29.06
White Non-Hispanic Households with Income \$200,000 and Over	17,161	34,362	45,610	100.23	32.73

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+)