



# The NAIS Demographic Center 2011 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 – 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 330,155 to 329,330 (-0.25 percent) in the CBSA of **Tampa-St. Petersburg-Clearwater, FL**. This number is expected to increase by 1.00 percent during the next five years, totaling 332,611 in 2016.
2. The *School Age Population* group is expected to increase in 2016. Compared to the 2010-2011 increase of 1.34 percent, the population of children *Age 0 to 17 Years* is projected to increase by 3.76 percent from 597,719 in 2011 to 620,187 in 2016.
3. By gender, the *Female Population Age 0 to 17 Years* group is expected to increase by 3.44 percent from 291,410 in 2011 to 301,429 in 2016, while the *Male Population Age 0 to 17 Years* group will increase by 4.06 percent from 306,309 in 2011 to 318,758 in 2016.

### Number of Children

4. By age and gender, the *Female Population Age 5 to 9 Years* group is expected to decrease by -7.58 percent from 74,240 in 2011 to 68,613 in 2016, and decrease by -0.02 percent for boys in the same age group from 78,434 in 2011 to 78,421 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	83,047	89,312	7.54	79,939	88,340	10.51
Age 5 to 9 Years	78,434	78,421	-0.02	74,240	68,613	-7.58
Age 10 to 13 Years	71,366	75,364	5.60	67,835	73,176	7.87
Age 14 to 17 Years	73,462	75,661	2.99	69,396	71,300	2.74

5. For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to decrease by -3.85 percent and -3.38 percent, respectively, between 2011 and 2016, while *Nursery or Preschool* is expected to increase by 0.14 percent from 40,615 in 2011 to 40,672 in 2016. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 1.53 percent and decrease -1.20 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	40,615	40,672	0.14	20,695	20,447	-1.20	19,920	20,225	1.53
Kindergarten	31,743	30,521	-3.85	16,307	16,278	-0.18	15,436	14,243	-7.73
Grades 1 to 4	129,060	124,702	-3.38	66,303	66,510	0.31	62,757	58,192	-7.27
Grades 5 to 8	142,577	161,282	13.12	73,097	81,829	11.95	69,480	79,453	14.35
Grades 9 to 12	136,980	133,123	-2.82	70,439	68,537	-2.70	66,541	64,586	-2.94

## Enrollment in Private Schools

- The population enrolled in private schools decreased by **-0.57** percent during the years 2010-2011; and is expected to decrease by **-5.59** percent in 2016 from 70,599 in 2011 to 66,653 in 2016. While total public school enrollment increased 1.06 percent during the years 2010-2011, it will increase by 3.23 percent between 2011 and 2016.
- During 2010-2011, male preprimary enrollment in private schools decreased by **-1.76** percent and female preprimary enrollment by **-1.43** percent. During 2011-2016, male preprimary enrollment in private schools is anticipated to decrease by **-15.05** percent from 10,944 in 2011 to 9,297 in 2016; while female preprimary enrollment is expected to decrease by **-12.70** percent from 10,534 in 2011 to 9,196 in 2016. Further, the anticipated changes in male and female enrollment rates for elementary and high school are **-0.89** percent and **-3.08** percent, respectively.

## Population by Race and Ethnicity

- The African American population increased by 2.51 percent between 2010-2011; the population of Hispanics increased by 478.84 percent; the Asian population increased by 1.16 percent; the American Indian and Alaska Native population increased by 0.98 percent. The Other Race population decreased by **-3.49** percent; and the population of Two or More Races decreased by **-23.50** percent; and the White population increased by 1.89 percent during the years 2010-2011.
- While the White population represents 78.92 percent of the total population, it is expected to increase from 2,234,880 in 2011 to 2,360,769 in 2016 (5.63 percent). All other racial/ethnic groups are predicted to vary between 2011 and 2016, especially the Hispanic population, which will increase from 465,808 in 2011 to 566,661 in 2016 (21.65 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 5,056 in 2011 to 7,432 in 2016 (46.99 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	9,191	11,175	21.59	5,762	7,951	37.99	5,056	7,432	46.99	3,449	5,734	66.25	1,967	3,210	63.19
Aged 5-9	8,609	9,249	7.43	5,398	6,581	21.92	4,737	6,151	29.85	3,231	4,746	46.89	1,842	2,657	44.25
Aged 10-13	7,849	9,344	19.05	4,921	6,648	35.09	4,319	6,214	43.88	2,946	4,794	62.73	1,680	2,684	59.76
Aged 14-17	8,056	9,244	14.75	5,051	6,577	30.21	4,432	6,148	38.72	3,023	4,743	56.90	1,724	2,656	54.06

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 24.60 percent, from 813 in 2011 to 1,013 in 2016.

	BLACK HOUSEHOLDS			ASIAN HOUSEHOLDS			AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS			OTHER RACE HOUSEHOLDS			TWO OR MORE RACES HOUSEHOLDS		
	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	5,690	7,330	28.82	2,188	4,971	127.19	369	1,216	229.54	1,495	1,909	27.69	1,887	1,714	14.65
Income \$125,000 to \$149,999	2,805	4,000	42.60	1,120	2,700	141.07	204	369	80.88	813	1,013	24.60	1,308	1,318	0.76
Income \$150,000 to \$199,999	1,950	2,861	46.72	1,557	1,697	8.99	84	232	176.19	644	840	30.43	1,176	1,403	19.30
Income \$200,000 and Over	1,699	2,434	43.26	805	2,919	262.61	10	88	780.00	571	898	57.27	825	1,466	77.70

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 3,065 in 2011 to 4,928 in 2016 (60.78 percent).

	HISPANIC HOUSEHOLDS		
	2011	2016	% Growth (2011-2016)
Income \$100,000 to \$124,999	8,821	12,423	40.83
Income \$125,000 to \$149,999	4,396	6,536	48.68
Income \$150,000 to \$199,999	3,585	5,346	49.12
Income \$200,000 and Over	3,065	4,928	60.78

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 2.32 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 34,988 in 2011 to 29,087 in 2016 (-16.87 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2011	2016	% Growth (2010-2011)	% Growth (2011-2016)
Less than \$250,000	553,886	552,705	554,753	-0.21	0.37
\$250,000-\$299,999	70,400	72,030	85,631	2.32	18.88
\$300,000-\$399,999	85,188	83,621	72,953	-1.84	-12.76
\$400,000-\$499,999	35,959	34,988	29,087	-2.70	-16.87
\$500,000-\$749,999	35,210	34,405	28,949	-2.29	-15.86
\$750,000-\$999,999	12,017	12,136	13,268	0.99	9.33
More than \$1,000,000	11,604	11,908	14,521	2.62	21.94

## Population with Higher Education

14. The number of people older than 25 years of age who hold undergraduate degrees in the CBSA of **Tampa-St. Petersburg-Clearwater, FL** increased 2.24 percent, from 337,968 in 2010 to 345,531 in 2011. This number is expected to increase by 8.71 percent through 2016. For people older than 25 years of age who hold graduate degrees, their numbers increased from 167,246 in 2010 to 169,704 in 2011 (1.47 percent), and it is forecasted this population will increase an

additional 5.51 percent by the year 2016.

## 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)? <sup>[1]</sup>
- 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](http://www.hermangroup.com). Also, the *NAIS Opinion Leaders' Survey* (free to browse at [www.nais.org](http://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<sup>[2]</sup> annual survey ([www.nais.org/go/statsonline](http://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](http://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](http://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](http://www.nais.org/go/advocacy)).
  - ❖ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at

[www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)).

- ❖ *Communications Handbook* (free to download at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)).
- ❖ *NAIS Parent Guide* (information about admission and financial aid designed for parents [www.nais.org/go/parents](http://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/](http://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)

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[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: Tampa-St. Petersburg-Clearwater, FL

CBSA Code: 45300

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

State Name: Florida

Dominant Profile: APT20

					% Growth (2010-2011)	% Growth Forecast (2011-2016)
	Description	2010	2011	2016		
Total Population and Households						
	Population	2,783,243	2,831,939	2,990,668	1.75	5.60
	Households	1,151,263	1,156,089	1,215,379	0.42	5.13
Households with School Age Population						
	Households with Children Age 0 to 17 Years	330,155	329,330	332,611	-0.25	1.00
Percent of Households with Children Age 0 to 17 Years		28.68	28.49	27.37	-0.66	-3.93
School Age Population						
	Population Age 0 to 17 Years	589,827	597,719	620,187	1.34	3.76
	Population Age 0 to 4 Years	159,609	162,986	177,652	2.12	9.00
	Population Age 5 to 9 Years	152,240	152,674	147,034	0.29	-3.69
	Population Age 10 to 13 Years	136,758	139,202	148,540	1.79	6.71
	Population Age 14 to 17 Years	141,220	142,857	146,961	1.16	2.87
School Age Population by Gender						
	Male Population Age 0 to 17 Years	302,238	306,309	318,758	1.35	4.06
	Female Population Age 0 to 17 Years	287,589	291,410	301,429	1.33	3.44
Male School Age Population by Age						
	Male Population Age 0 to 4 Years	81,459	83,047	89,312	1.95	7.54
	Male Population Age 5 to 9 Years	77,811	78,434	78,421	0.80	-0.02
	Male Population Age 10 to 13 Years	70,276	71,366	75,364	1.55	5.60
	Male Population Age 14 to 17 Years	72,692	73,462	75,661	1.06	2.99
Female School Age Population by Age						
	Female Population Age 0 to 4 Years	78,150	79,939	88,340	2.29	10.51
	Female Population Age 5 to 9 Years	74,429	74,240	68,613	-0.25	-7.58
	Female Population Age 10 to 13 Years	66,482	67,835	73,176	2.04	7.87
	Female Population Age 14 to 17 Years	68,528	69,396	71,300	1.27	2.74
Population in School						
	Nursery or Preschool	40,568	40,615	40,672	0.12	0.14
	Kindergarten	31,833	31,743	30,521	-0.28	-3.85
	Grades 1 to 4	129,008	129,060	124,702	0.04	-3.38
	Grades 5 to 8	139,274	142,577	161,282	2.37	13.12
	Grades 9 to 12	136,411	136,980	133,123	0.42	-2.82
Population in School by Gender						
	Male Enrolled in School	244,697	246,841	253,601	0.88	2.74
	Female Enrolled in School	232,397	234,134	236,699	0.75	1.10
Male Population in School by Grade						
	Male Nursery or Preschool	20,705	20,695	20,447	-0.05	-1.20
	Male Kindergarten	16,270	16,307	16,278	0.23	-0.18
	Male Grades 1 to 4	65,937	66,303	66,510	0.56	0.31
	Male Grades 5 to 8	71,569	73,097	81,829	2.14	11.95
	Male Grades 9 to 12	70,217	70,439	68,537	0.32	-2.70

**Female Population in School by Grade**

Female Nursery or Preschool	19,863	19,920	20,225	0.29	1.53
Female Kindergarten	15,563	15,436	14,243	-0.82	-7.73
Female Grades 1 to 4	63,071	62,757	58,192	-0.50	-7.27
Female Grades 5 to 8	67,705	69,480	79,453	2.62	14.35
Female Grades 9 to 12	66,194	66,541	64,586	0.52	-2.94

**Population in School**

Education, Total Enrollment (Pop 3+)	477,094	480,975	490,300	0.81	1.94
Education, Not Enrolled in School (Pop 3+)	2,042,548	2,081,573	2,198,451	1.91	5.61

**Population in Public vs Private School**

Education, Enrolled Private Schools (Pop 3+)	71,005	70,599	66,653	-0.57	-5.59
Education, Enrolled Private Preprimary (Pop 3+)	21,827	21,478	18,493	-1.60	-13.90
Education, Enrolled Private Elementary or High School (Pop 3+)	49,178	49,121	48,160	-0.12	-1.96
Education, Enrolled Public Schools (Pop 3+)	406,089	410,376	423,647	1.06	3.23
Education, Enrolled Public Preprimary (Pop 3+)	18,741	19,137	22,179	2.11	15.90
Education, Enrolled Public Elementary or High School (Pop 3+)	387,348	391,239	401,468	1.00	2.61

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

Male Education, Enrolled Private Schools (Pop 3+)	36,365	36,168	34,297	-0.54	-5.17
Male Education, Enrolled Private Preprimary (Pop 3+)	11,140	10,944	9,297	-1.76	-15.05
Male Education, Enrolled Private Elementary or High School (Pop 3+)	25,226	25,224	25,000	-0.01	-0.89
Male Education, Enrolled Public Schools (Pop 3+)	208,332	210,673	219,304	1.12	4.10
Male Education, Enrolled Public Preprimary (Pop 3+)	9,565	9,751	11,150	1.94	14.35
Male Education, Enrolled Public Elementary or High School (Pop 3+)	198,767	200,922	208,154	1.08	3.60

**Female Population in Public vs Private School**

Female Education, Enrolled Private Schools (Pop 3+)	34,640	34,431	32,356	-0.60	-6.03
Female Education, Enrolled Private Preprimary (Pop 3+)	10,687	10,534	9,196	-1.43	-12.70
Female Education, Enrolled Private Elementary or High School (Pop 3+)	23,952	23,897	23,160	-0.23	-3.08
Female Education, Enrolled Public Schools (Pop 3+)	197,757	199,703	204,343	0.98	2.32
Female Education, Enrolled Public Preprimary (Pop 3+)	9,176	9,386	11,029	2.29	17.50
Female Education, Enrolled Public Elementary or High School (Pop 3+)	188,581	190,317	193,314	0.92	1.57

**Population by Race**

White Population, Alone	2,193,411	2,234,880	2,360,769	1.89	5.63
Black Population, Alone	329,334	337,612	383,397	2.51	13.56
Asian Population, Alone	82,958	83,924	86,013	1.16	2.49
American Indian and Alaska Native Population, Alone	9,930	10,027	11,251	0.98	12.21
Other Race Population, Alone	94,965	91,654	68,765	-3.49	-24.97
Two or More Races Population	72,645	73,842	80,473	1.65	8.98

**Population by Ethnicity**

Hispanic Population	452,208	465,808	566,661	3.01	21.65
White Non-Hispanic Population	1,881,334	1,901,337	1,918,468	1.06	0.90

**Population by Race As Percent of Total Population**

Percent of White Population, Alone	78.81	78.92	78.94	0.14	0.03
Percent of Black Population, Alone	11.83	11.92	12.82	0.76	7.55
Percent of Asian Population, Alone	2.98	2.96	2.88	-0.67	-2.70
Percent of American Indian and Alaska Native Population, Alone	0.36	0.35	0.38	-2.78	8.57
Percent of Other Race Population, Alone	3.41	3.24	2.30	-4.99	-29.01
Percent of Two or More Races Population, Alone	2.61	2.61	2.69	0.00	3.07

**Population by Ethnicity As Percent of Total Population**

Percent of Hispanic Population	16.25	16.45	18.95	1.23	15.20
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Percent of White Non-Hispanic Population 67.60 67.14 64.15

**Educational Attainment**

Education Attainment, Bachelor's Degree (Pop 25+)	337,968	345,531	375,621	2.24	8.71
Education Attainment, Master's Degree (Pop 25+)	114,489	116,837	127,051	2.05	8.74
Education Attainment, Professional Degree (Pop 25+)	35,955	35,822	33,378	-0.37	-6.82
Education Attainment, Doctorate Degree (Pop 25+)	16,802	17,045	18,629	1.45	9.29

**Household Income**

Household Income, Median (\$)	53,324	53,357	62,857	0.06	17.80
Household Income, Average (\$)	69,064	69,077	82,732	0.02	19.77

**Households by Income**

Households with Income Less than \$25,000	247,643	248,512	220,020	0.35	-11.47
Households with Income \$25,000 to \$49,999	299,334	300,443	276,655	0.37	-7.92
Households with Income \$50,000 to \$74,999	215,492	216,609	215,862	0.52	-0.34
Households with Income \$75,000 to \$99,999	145,081	145,698	160,121	0.43	9.90
Households with Income \$100,000 to \$124,999	90,397	90,782	114,538	0.43	26.17
Households with Income \$125,000 to \$149,999	54,992	55,299	75,995	0.56	37.43
Households with Income \$150,000 to \$199,999	47,739	47,842	70,024	0.22	46.37
Households with Income \$200,000 and Over	50,585	50,904	82,164	0.63	61.41

**Families by Age of Children and Income**

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	9,096	9,191	11,175	1.04	21.59
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	8,676	8,609	9,249	-0.77	7.43
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	7,794	7,849	9,344	0.71	19.05
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	8,048	8,056	9,244	0.10	14.75
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	5,697	5,762	7,951	1.14	37.99
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	5,434	5,398	6,581	-0.66	21.92
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	4,881	4,921	6,648	0.82	35.09
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	5,041	5,051	6,577	0.20	30.21
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	5,024	5,056	7,432	0.64	46.99
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	4,792	4,737	6,151	-1.15	29.85
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	4,304	4,319	6,214	0.35	43.88
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	4,445	4,432	6,148	-0.29	38.72
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	3,409	3,449	5,734	1.17	66.25
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	3,252	3,231	4,746	-0.65	46.89
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	2,921	2,946	4,794	0.86	62.73
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	3,017	3,023	4,743	0.20	56.90
Families with one or more children aged 0-4 and Income \$350,000 and over	1,938	1,967	3,210	1.50	63.19
Families with one or more children aged 5-9 and Income \$350,000 and over	1,848	1,842	2,657	-0.32	44.25
Families with one or more children aged 10-13 and Income \$350,000 and over	1,660	1,680	2,684	1.20	59.76
Families with one or more children aged 14-17 and Income \$350,000 and over	1,714	1,724	2,656	0.58	54.06

**Households by Home Value**

Housing, Owner Households Valued Less than \$250,000	553,886	552,705	554,753	-0.21	0.37
Housing, Owner Households Valued \$250,000-\$299,999	70,400	72,030	85,631	2.32	18.88
Housing, Owner Households Valued \$300,000-\$399,999	85,188	83,621	72,953	-1.84	-12.76
Housing, Owner Households Valued \$400,000-\$499,999	35,959	34,988	29,087	-2.70	-16.87
Housing, Owner Households Valued \$500,000-\$749,999	35,210	34,405	28,949	-2.29	-15.86
Housing, Owner Households Valued \$750,000-\$999,999	12,017	12,136	13,268	0.99	9.33
Housing, Owner Households Valued More than \$1,000,000	11,604	11,908	14,521	2.62	21.94

**Households by Length of Residence**

Length of Residence Less than 2 Years	118,946	125,176	175,342	5.24	40.08
Length of Residence 3 to 5 Years	178,420	187,765	263,013	5.24	40.08
Length of Residence 6 to 10 Years	522,591	516,819	483,336	-1.10	-6.48

Length of Residence More than 10 Years 331,306 326,329 293,689

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

White Households with Income Less than \$25,000	191,877	192,744	167,436	0.45	-13.13
White Households with Income \$25,000 to \$49,999	240,404	241,645	219,607	0.52	-9.12
White Households with Income \$50,000 to \$74,999	178,037	179,187	177,478	0.65	-0.95
White Households with Income \$75,000 to \$99,999	122,412	123,015	135,714	0.49	10.32
White Households with Income \$100,000 to \$124,999	78,874	79,153	97,398	0.35	23.05
White Households with Income \$125,000 to \$149,999	48,930	49,049	66,595	0.24	35.77
White Households with Income \$150,000 to \$199,999	42,331	42,431	62,991	0.24	48.46
White Households with Income \$200,000 and Over	46,812	46,994	74,359	0.39	58.23

**Black Households by Income**

Black Households with Income Less than \$25,000	37,421	37,738	38,919	0.85	3.13
Black Households with Income \$25,000 to \$49,999	36,812	37,157	39,139	0.94	5.33
Black Households with Income \$50,000 to \$74,999	20,344	20,598	23,375	1.25	13.48
Black Households with Income \$75,000 to \$99,999	10,968	11,107	13,749	1.27	23.79
Black Households with Income \$100,000 to \$124,999	5,644	5,690	7,330	0.82	28.82
Black Households with Income \$125,000 to \$149,999	2,795	2,805	4,000	0.36	42.60
Black Households with Income \$150,000 to \$199,999	1,936	1,950	2,861	0.72	46.72
Black Households with Income \$200,000 and Over	1,674	1,699	2,434	1.49	43.26

**Asian Households by Income**

Asian Households with Income Less than \$25,000	5,173	5,101	4,507	-1.39	-11.64
Asian Households with Income \$25,000 to \$49,999	6,596	6,477	6,292	-1.80	-2.86
Asian Households with Income \$50,000 to \$74,999	5,386	5,463	5,953	1.43	8.97
Asian Households with Income \$75,000 to \$99,999	3,978	4,187	5,625	5.25	34.34
Asian Households with Income \$100,000 to \$124,999	2,043	2,188	4,971	7.10	127.19
Asian Households with Income \$125,000 to \$149,999	909	1,120	2,700	23.21	141.07
Asian Households with Income \$150,000 to \$199,999	1,548	1,557	1,697	0.58	8.99
Asian Households with Income \$200,000 and Over	625	805	2,919	28.80	262.61

**American Indian and Alaska Native Households**

American Indian and Alaska Native Households with Income Less than \$25,000	379	379	365	0.00	-3.69
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	418	418	439	0.00	5.02
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	810	811	647	0.12	-20.22
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	1,366	1,367	353	0.07	-74.18
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	369	369	1,216	0.00	229.54
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	204	204	369	0.00	80.88
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	84	84	232	0.00	176.19
American Indian and Alaska Native Households with Income \$200,000 and Over	10	10	88	0.00	780.00

**Other Race Households by Income**

Other Race Households with Income Less than \$25,000	7,258	7,116	4,931	-1.96	-30.71
Other Race Households with Income \$25,000 to \$49,999	9,374	9,118	6,708	-2.73	-26.43
Other Race Households with Income \$50,000 to \$74,999	6,434	6,193	4,972	-3.75	-19.72
Other Race Households with Income \$75,000 to \$99,999	3,380	3,220	2,778	-4.73	-13.73
Other Race Households with Income \$100,000 to \$124,999	1,534	1,495	1,909	-2.54	27.69
Other Race Households with Income \$125,000 to \$149,999	821	813	1,013	-0.97	24.60
Other Race Households with Income \$150,000 to \$199,999	643	644	840	0.16	30.43
Other Race Households with Income \$200,000 and Over	609	571	898	-6.24	57.27

**Two or More Races Households by Income**

Two or More Races Households with Income Less than \$25,000	5,535	5,434	3,862	-1.82	-28.93
Two or More Races Households with Income \$25,000 to \$49,999	5,730	5,628	4,470	-1.78	-20.58
Two or More Races Households with Income \$50,000 to \$74,999	4,481	4,357	3,437	-2.77	-21.12

Two or More Races Households with Income \$75,000 to \$99,999	2,977	2,802	1,902	-5.88	-32.12
Two or More Races Households with Income \$100,000 to \$124,999	1,933	1,887	1,714	-2.38	-9.17
Two or More Races Households with Income \$125,000 to \$149,999	1,333	1,308	1,318	-1.88	0.76
Two or More Races Households with Income \$150,000 to \$199,999	1,197	1,176	1,403	-1.75	19.30
Two or More Races Households with Income \$200,000 and Over	855	825	1,466	-3.51	77.70

### Households by Ethnicity and Income

#### Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	40,699	40,976	42,192	0.68	2.97
Hispanic Households with Income \$25,000 to \$49,999	46,651	47,109	50,639	0.98	7.49
Hispanic Households with Income \$50,000 to \$74,999	29,537	30,328	35,337	2.68	16.52
Hispanic Households with Income \$75,000 to \$99,999	15,321	16,042	21,524	4.71	34.17
Hispanic Households with Income \$100,000 to \$124,999	8,417	8,821	12,423	4.80	40.83
Hispanic Households with Income \$125,000 to \$149,999	4,083	4,396	6,536	7.67	48.68
Hispanic Households with Income \$150,000 to \$199,999	3,403	3,585	5,346	5.35	49.12
Hispanic Households with Income \$200,000 and Over	2,876	3,065	4,928	6.57	60.78

#### White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	169,306	169,235	142,605	-0.04	-15.74
White Non-Hispanic Households with Income \$25,000 to \$49,999	214,393	213,006	181,688	-0.65	-14.70
White Non-Hispanic Households with Income \$50,000 to \$74,999	159,927	158,737	148,293	-0.74	-6.58
White Non-Hispanic Households with Income \$75,000 to \$99,999	110,990	110,807	115,708	-0.16	4.42
White Non-Hispanic Households with Income \$100,000 to \$124,999	72,026	71,224	85,757	-1.11	20.40
White Non-Hispanic Households with Income \$125,000 to \$149,999	44,797	43,817	55,456	-2.19	26.56
White Non-Hispanic Households with Income \$150,000 to \$199,999	39,077	39,233	52,608	0.40	34.09
White Non-Hispanic Households with Income \$200,000 and Over	43,303	42,874	66,440	-0.99	54.97

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