



## The NAIS Demographic Center 2012 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 – 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 326,346 to 328,935 (0.79 percent) in the CBSA of **Tampa-St. Petersburg-Clearwater, FL**. This number is expected to increase by 2.96 percent during the next five years, totaling 338,676 in 2017.
- The *School Age Population* group is expected to decrease in 2017. Compared to the 2010-2012 decrease of **-0.03** percent, the population of children *Age 0 to 17 Years* is projected to decrease by **-0.94** percent from 589,673 in 2012 to 584,151 in 2017.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by **-0.55** percent from 288,400 in 2012 to 286,804 in 2017, while the *Male Population Age 0 to 17 Years* group will decrease by **-1.30** percent from 301,273 in 2012 to 297,347 in 2017.

#### Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 2.57 percent from 79,479 in 2012 to 81,524 in 2017, and decrease by **-3.30** percent for boys in the same age group from 80,385 in 2012 to 77,733 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	77,745	70,601	-9.19	74,430	66,830	-10.21
Age 5 to 9 Years	80,385	77,733	-3.30	79,479	81,524	2.57
Age 10 to 13 Years	69,873	71,266	1.99	65,675	65,890	0.33
Age 14 to 17 Years	73,270	77,747	6.11	68,816	72,560	5.44

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 12.64 percent and 2.41 percent, respectively, between 2012 and 2017, while *Nursery or Preschool* is expected to increase by 10.67 percent from 40,422 in 2012 to 44,734 in 2017. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 10.02 percent and increase 11.28 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	40,422	44,734	10.67	20,651	22,981	11.28	19,771	21,753	10.02
Kindergarten	33,159	37,349	12.64	16,673	18,230	9.34	16,486	19,119	15.97
Grades 1 to 4	124,977	127,891	2.41	62,792	62,423	-0.59	62,085	65,468	5.45
Grades 5 to 8	137,209	144,696	5.46	70,729	75,184	6.30	66,480	69,512	4.56
Grades 9 to 12	147,014	171,175	16.43	75,611	88,541	16.79	71,203	82,634	16.05

#### Enrollment in Private Schools

- The population enrolled in private schools decreased by **-1.24** percent during the years 2010-2012; and is expected to decrease by **-0.03** percent in 2017 from 62,116 in 2012 to 62,098 in 2017. While total public school enrollment increased 3.57 percent during the years 2010-2012, it will increase by 10.27 percent between 2012 and 2017.
- During 2010-2012, male preprimary enrollment in private schools decreased by **-4.80** percent and female preprimary enrollment by **-4.45** percent. During 2012-2017, male preprimary enrollment in private schools is anticipated to decrease by **-11.08** percent from 8,718 in 2012 to 7,752 in 2017; while female preprimary enrollment is expected to decrease by **-12.08** percent from 8,346 in 2012 to 7,338 in 2017. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 3.90 percent and 4.80 percent, respectively.

#### Population by Race and Ethnicity

- The African American population increased by 4.93 percent between 2010-2012; the population of Hispanics increased by 9.81 percent; the Asian population increased by 9.57 percent; the American Indian and Alaska Native population increased by 1.65 percent. The Other Race population decreased by **-5.67** percent; and the population of Two or More Races increased by 12.67 percent; and the White population increased by 1.48 percent during the years 2010-2012.
- While the White population represents 78.27 percent of the total population, it is expected to increase from 2,225,821 in 2012 to 2,302,653 in 2017 (3.45 percent). All other racial/ethnic groups are predicted to vary between 2012 and 2017, especially the Hispanic population, which will increase from 496,573 in 2012 to 643,031 in 2017 (29.49 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 4,613 in 2012 to 6,269 in 2017 (35.90 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	8,561	9,572	11.81	5,182	6,756	30.37	4,613	6,269	35.90	2,674	4,222	57.89	2,082	3,246	55.91
Aged 5-9	8,993	11,092	23.34	5,444	7,829	43.81	4,846	7,264	49.90	2,809	4,893	74.19	2,187	3,762	72.02
Aged 10-13	7,625	9,553	25.29	4,616	6,742	46.06	4,109	6,256	52.25	2,382	4,214	76.91	1,854	3,240	74.76

Aged 14-17	7,993	10,469	30.98	4,839	7,389	52.70	4,307	6,856	59.18	2,497	4,618	84.94	1,944	3,550	82.61
------------	-------	--------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------	-------

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 65.53 percent, from 824 in 2012 to 1,364 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	6,132	7,344	19.77	1,931	3,688	90.99	453	1,169	158.06	1,949	2,043	4.82	2,129	2,935	50.59
Income \$125,000 to \$149,999	3,268	4,003	22.49	1,333	2,160	62.04	301	489	62.46	824	1,364	65.53	1,745	2,423	38.85
Income \$150,000 to \$199,999	2,331	2,861	22.74	1,650	1,946	17.94	117	530	352.99	978	775	-20.76	1,462	2,350	60.74
Income \$200,000 and Over	1,740	2,197	26.26	529	2,154	307.18	22	200	809.09	704	1,231	74.86	1,744	3,093	77.35

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 4,242 in 2012 to 4,794 in 2017 (13.01 percent).

	HISPANIC HOUSEHOLDS		
	2012	2017	% Growth (2012-2017)
Income \$100,000 to \$124,999	10,487	12,410	18.34
Income \$125,000 to \$149,999	6,027	6,471	7.37
Income \$150,000 to \$199,999	4,462	4,879	9.35
Income \$200,000 and Over	4,242	4,794	13.01

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 5.11 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 32,689 in 2012 to 31,961 in 2017 (-2.23 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2012	2017	% Growth (2010-2012)	% Growth (2012-2017)
Less than \$250,000	538,275	545,221	572,052	1.29	4.92
\$250,000-\$299,999	69,988	73,563	84,813	5.11	15.29
\$300,000-\$399,999	78,004	77,474	75,206	-0.68	-2.93
\$400,000-\$499,999	32,894	32,689	31,961	-0.62	-2.23
\$500,000-\$749,999	30,502	29,289	25,764	-3.98	-12.04
\$750,000-\$999,999	11,187	11,131	11,004	-0.50	-1.14
More than \$1,000,000	12,440	13,692	17,863	10.06	30.46

#### 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 5.39 percent, from 351,514 in 2010 to 370,470 in 2012. This number is expected to increase by 14.33 percent through 2017. For people older than 25 years of age who hold graduate degrees, their numbers increased from 170,714 in 2010 to 176,581 in 2012 (3.44 percent), and it is forecasted this population will increase an additional 9.29 percent by the year 2017.

## 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](#), 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](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, 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](#)

<sup>[1]</sup> 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>.

<sup>[2]</sup> 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: Tampa-St. Petersburg-Clearwater, FL

CBSA Code: 45300

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

State Name: Florida

Dominant Profile: APT20

Description	2010	2012	2017 (2010-2012)	% Growth Forecast	% Growth Forecast
<b>Total Population and Households</b>					
Population	2,783,243	2,843,803	3,006,608	2.18	5.72
Households	1,151,263	1,173,073	1,245,560	1.89	6.18
<b>Households with School Age Population</b>					
Households with Children Age 0 to 17 Years	326,346	328,935	338,676	0.79	2.96
Percent of Households with Children Age 0 to 17 Years	28.35	28.04	27.19	-1.09	-3.03
<b>School Age Population</b>					
Population Age 0 to 17 Years	589,827	589,673	584,151	-0.03	-0.94
Population Age 0 to 4 Years	156,976	152,175	137,431	-3.06	-9.69
Population Age 5 to 9 Years	159,334	159,864	159,257	0.33	-0.38
Population Age 10 to 13 Years	134,485	135,548	137,155	0.79	1.19
Population Age 14 to 17 Years	139,032	142,086	150,308	2.20	5.79
<b>School Age Population by Gender</b>					
Male Population Age 0 to 17 Years	301,986	301,273	297,347	-0.24	-1.30
Female Population Age 0 to 17 Years	287,841	288,400	286,804	0.19	-0.55
<b>Male School Age Population by Age</b>					
Male Population Age 0 to 4 Years	80,340	77,745	70,601	-3.23	-9.19
Male Population Age 5 to 9 Years	81,198	80,385	77,733	-1.00	-3.30
Male Population Age 10 to 13 Years	68,913	69,873	71,266	1.39	1.99
Male Population Age 14 to 17 Years	71,535	73,270	77,747	2.43	6.11
<b>Female School Age Population by Age</b>					
Female Population Age 0 to 4 Years	76,636	74,430	66,830	-2.88	-10.21
Female Population Age 5 to 9 Years	78,136	79,479	81,524	1.72	2.57
Female Population Age 10 to 13 Years	65,572	65,675	65,890	0.16	0.33
Female Population Age 14 to 17 Years	67,497	68,816	72,560	1.95	5.44
<b>Population in School</b>					
Nursery or Preschool	39,287	40,422	44,734	2.89	10.67
Kindergarten	31,857	33,159	37,349	4.09	12.64
Grades 1 to 4	123,703	124,877	127,891	0.95	2.41
Grades 5 to 8	134,781	137,209	144,696	1.80	5.46
Grades 9 to 12	139,333	147,014	171,175	5.51	16.43
<b>Population in School by Gender</b>					
Male Enrolled in School	240,136	246,658	267,359	2.72	8.39
Female Enrolled in School	228,825	236,023	258,486	3.15	9.52
<b>Male Population in School by Grade</b>					
Male Nursery or Preschool	20,107	20,651	22,981	2.71	11.28
Male Kindergarten	16,235	16,673	18,230	2.70	9.34
Male Grades 1 to 4	63,040	62,792	62,423	-0.39	-0.59
Male Grades 5 to 8	69,065	70,729	75,184	2.41	6.30
Male Grades 9 to 12	71,690	75,811	88,541	5.75	16.79
<b>Female Population in School by Grade</b>					
Female Nursery or Preschool	19,180	19,771	21,753	3.08	10.02
Female Kindergarten	15,622	16,486	19,119	5.53	15.97
Female Grades 1 to 4	60,663	62,085	65,468	2.34	5.45
Female Grades 5 to 8	65,716	66,480	69,512	1.16	4.56
Female Grades 9 to 12	67,643	71,203	82,634	5.26	16.05
<b>Population in School</b>					
Education, Total Enrollment (Pop 3+)	468,961	482,681	525,845	2.93	8.94
Education, Not Enrolled in School (Pop 3+)	2,031,276	2,062,048	2,129,354	1.51	3.26
<b>Population in Public vs Private School</b>					
Education, Enrolled Private Schools (Pop 3+)	62,898	62,116	62,098	-1.24	-0.03
Education, Enrolled Private Preprimary (Pop 3+)	17,893	17,064	15,090	-4.63	-11.57
Education, Enrolled Private Elementary or High School (Pop 3+)	45,005	45,052	47,008	0.10	4.34
Education, Enrolled Public Schools (Pop 3+)	406,063	420,565	463,747	3.57	10.27
Education, Enrolled Public Preprimary (Pop 3+)	21,394	23,358	29,644	9.18	26.91
Education, Enrolled Public Elementary or High School (Pop 3+)	384,669	397,207	434,103	3.26	9.29
<b>Population in Public vs Private School by Gender</b>					
<b>Male Population in Public vs Private School</b>					
Male Education, Enrolled Private Schools (Pop 3+)	32,195	31,733	31,665	-1.44	-0.21
Male Education, Enrolled Private Preprimary (Pop 3+)	9,158	8,718	7,752	-4.80	-11.08
Male Education, Enrolled Private Elementary or High School (Pop 3+)	23,037	23,015	23,913	-0.10	3.90
Male Education, Enrolled Public Schools (Pop 3+)	207,941	214,925	235,693	3.36	9.66
Male Education, Enrolled Public Preprimary (Pop 3+)	10,949	11,933	15,229	8.99	27.62
Male Education, Enrolled Public Elementary or High School (Pop 3+)	196,992	202,991	220,465	3.05	8.61
<b>Female Population in Public vs Private School</b>					
Female Education, Enrolled Private Schools (Pop 3+)	30,703	30,383	30,433	-1.04	0.16
Female Education, Enrolled Private Preprimary (Pop 3+)	8,735	8,346	7,338	-4.45	-12.08
Female Education, Enrolled Private Elementary or High School (Pop 3+)	21,968	22,037	23,095	0.31	4.80
Female Education, Enrolled Public Schools (Pop 3+)	198,122	205,640	228,054	3.79	10.90
Female Education, Enrolled Public Preprimary (Pop 3+)	10,445	11,425	14,415	9.38	26.17
Female Education, Enrolled Public Elementary or High School (Pop 3+)	187,677	194,216	213,638	3.48	10.00
<b>Population by Race</b>					
White Population, Alone	2,193,411	2,225,821	2,302,653	1.48	3.45
Black Population, Alone	329,334	345,561	387,205	4.93	12.05
Asian Population, Alone	82,958	90,893	117,178	9.57	28.92

American Indian and Alaska Native Population, Alone	9,930	10,094	11,374	1.65	12.68
Other Race Population, Alone	94,965	89,583	74,967	-5.67	-16.32
Two or More Races Population	72,645	81,851	113,231	12.67	38.34

**Population by Ethnicity**

Hispanic Population	452,208	496,573	643,031	9.81	29.49
White Non-Hispanic Population	1,879,437	1,857,085	1,821,427	-1.19	-1.92

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

Percent of White Population, Alone	78.81	78.27	76.59	-0.69	-2.15
Percent of Black Population, Alone	11.83	12.15	12.88	2.70	6.01
Percent of Asian Population, Alone	2.98	3.20	3.90	7.38	21.87
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	3.15	2.49	-7.62	-20.95
Percent of Two or More Races Population, Alone	2.61	2.88	3.77	10.34	30.90

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

Percent of Hispanic Population	16.25	17.46	21.39	7.45	22.51
Percent of White Non-Hispanic Population	67.53	65.30	60.58	-3.30	-7.23

**Educational Attainment**

Education Attainment, Bachelor's Degree (Pop 25+)	351,514	370,470	423,574	5.39	14.33
Education Attainment, Master's Degree (Pop 25+)	118,159	123,226	137,337	4.29	11.45
Education Attainment, Professional Degree (Pop 25+)	35,293	35,422	35,771	0.37	0.99
Education Attainment, Doctorate Degree (Pop 25+)	17,262	17,933	19,874	3.89	10.82

**Household Income**

Household Income, Median (\$)	50,879	51,761	63,854	1.73	23.36
Household Income, Average (\$)	69,093	70,028	87,254	1.35	24.60

**Households by Income**

Households with Income Less than \$25,000	262,449	263,051	222,603	0.23	-15.38
Households with Income \$25,000 to \$49,999	305,640	308,094	279,706	0.80	-9.21
Households with Income \$50,000 to \$74,999	214,573	218,525	217,395	1.84	-0.52
Households with Income \$75,000 to \$99,999	140,494	144,615	165,699	2.93	14.58
Households with Income \$100,000 to \$124,999	86,358	89,601	119,345	3.76	33.20
Households with Income \$125,000 to \$149,999	50,446	52,807	80,783	4.68	52.98
Households with Income \$150,000 to \$199,999	45,432	47,654	72,680	4.89	52.52
Households with Income \$200,000 and Over	45,871	48,726	87,349	6.22	79.27

**Families by Age of Children and Income**

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	8,591	8,561	9,572	-0.35	11.81
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	8,720	8,993	11,092	3.13	23.34
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	7,360	7,625	9,553	3.60	25.29
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	7,609	7,993	10,469	5.05	30.98
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	5,174	5,182	6,756	0.15	30.37
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	5,251	5,444	7,829	3.68	43.81
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	4,432	4,616	6,742	4.15	46.06
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	4,582	4,839	7,389	5.61	52.70
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	4,580	4,613	6,269	0.72	35.90
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	4,649	4,846	7,264	4.24	49.90
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	3,924	4,109	6,256	4.71	52.25
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	4,057	4,307	6,856	6.16	59.18
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	2,616	2,674	4,222	2.22	57.89
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	2,655	2,809	4,893	5.80	74.19
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	2,241	2,382	4,214	6.29	76.91
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	2,317	2,497	4,618	7.77	84.94
Families with one or more children aged 0-4 and Income \$350,000 and over	2,042	2,082	3,246	1.96	55.91
Families with one or more children aged 5-9 and Income \$350,000 and over	2,073	2,187	3,762	5.50	72.02
Families with one or more children aged 10-13 and Income \$350,000 and over	1,749	1,854	3,240	6.00	74.76
Families with one or more children aged 14-17 and Income \$350,000 and over	1,809	1,944	3,550	7.46	82.61

**Households by Home Value**

Housing, Owner Households Valued Less than \$250,000	538,275	545,221	572,052	1.29	4.92
Housing, Owner Households Valued \$250,000-\$299,999	69,988	73,563	84,813	5.11	15.29
Housing, Owner Households Valued \$300,000-\$399,999	78,004	77,474	75,206	-0.68	-2.93
Housing, Owner Households Valued \$400,000-\$499,999	32,894	32,689	31,961	-0.62	-2.23
Housing, Owner Households Valued \$500,000-\$749,999	30,502	29,289	25,764	-3.98	-12.04
Housing, Owner Households Valued \$750,000-\$999,999	11,187	11,131	11,004	-0.50	-1.14
Housing, Owner Households Valued More than \$1,000,000	12,440	13,692	17,863	10.06	30.46

**Households by Length of Residence**

Length of Residence Less than 2 Years	160,116	175,614	224,350	9.68	27.75
Length of Residence 3 to 5 Years	240,175	263,421	336,526	9.68	27.75
Length of Residence 6 to 10 Years	451,480	441,073	413,127	-2.31	-6.34
Length of Residence More than 10 Years	299,492	292,965	271,558	-2.18	-7.31

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

White Households with Income Less than \$25,000	206,461	207,696	166,496	0.60	-19.84
White Households with Income \$25,000 to \$49,999	247,698	249,854	218,875	0.87	-12.40
White Households with Income \$50,000 to \$74,999	180,488	182,965	179,331	1.37	-1.99
White Households with Income \$75,000 to \$99,999	119,914	122,441	141,237	2.11	15.35
White Households with Income \$100,000 to \$124,999	74,947	77,007	102,166	2.75	32.67
White Households with Income \$125,000 to \$149,999	43,715	45,336	70,344	3.71	55.16
White Households with Income \$150,000 to \$199,999	39,552	41,116	64,218	3.95	56.19
White Households with Income \$200,000 and Over	42,000	43,987	78,474	4.73	78.40

**Black Households by Income**

Black Households with Income Less than \$25,000	40,664	40,336	43,819	-0.81	8.63
Black Households with Income \$25,000 to \$49,999	38,550	39,190	43,246	1.66	10.35
Black Households with Income \$50,000 to \$74,999	19,190	20,629	23,485	7.50	13.84
Black Households with Income \$75,000 to \$99,999	10,269	11,526	13,300	12.24	15.39
Black Households with Income \$100,000 to \$124,999	5,299	6,132	7,344	15.72	19.77
Black Households with Income \$125,000 to \$149,999	2,685	3,268	4,003	21.71	22.49
Black Households with Income \$150,000 to \$199,999	1,936	2,331	2,861	20.40	22.74

Black Households with Income \$200,000 and Over	1,421	1,740	2,197	22.45	26.26
<b>Asian Households by Income</b>					
Asian Households with Income Less than \$25,000	5,870	5,871	5,124	0.02	-12.72
Asian Households with Income \$25,000 to \$49,999	7,407	7,469	7,612	0.84	1.91
Asian Households with Income \$50,000 to \$74,999	5,385	5,672	6,269	5.33	10.53
Asian Households with Income \$75,000 to \$99,999	3,343	3,703	5,100	10.77	37.73
Asian Households with Income \$100,000 to \$124,999	1,702	1,931	3,688	13.45	90.99
Asian Households with Income \$125,000 to \$149,999	1,190	1,333	2,160	12.02	62.04
Asian Households with Income \$150,000 to \$199,999	1,537	1,650	1,946	7.35	17.94
Asian Households with Income \$200,000 and Over	301	529	2,154	75.75	307.18
<b>American Indian and Alaska Native Households</b>					
American Indian and Alaska Native Households with Income Less than \$25,000	395	403	350	2.03	-13.15
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	508	511	483	0.59	-5.48
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	882	889	598	0.79	-32.73
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	1,214	1,235	630	1.73	-48.99
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	450	453	1,169	0.67	158.06
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	301	301	489	0.00	62.46
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	119	117	530	-1.68	352.99
American Indian and Alaska Native Households with Income \$200,000 and Over	22	22	200	0.00	809.09
<b>Other Race Households by Income</b>					
Other Race Households with Income Less than \$25,000	5,660	5,426	3,893	-4.13	-28.25
Other Race Households with Income \$25,000 to \$49,999	7,550	7,160	5,280	-5.17	-26.26
Other Race Households with Income \$50,000 to \$74,999	5,625	5,288	4,278	-5.99	-19.10
Other Race Households with Income \$75,000 to \$99,999	3,451	3,234	2,534	-6.29	-21.65
Other Race Households with Income \$100,000 to \$124,999	2,047	1,949	2,043	-4.79	4.82
Other Race Households with Income \$125,000 to \$149,999	889	824	1,364	-7.31	65.53
Other Race Households with Income \$150,000 to \$199,999	1,130	978	775	-13.45	-20.76
Other Race Households with Income \$200,000 and Over	781	704	1,231	-9.86	74.86
<b>Two or More Races Households by Income</b>					
Two or More Races Households with Income Less than \$25,000	3,399	3,319	2,921	-2.35	-11.99
Two or More Races Households with Income \$25,000 to \$49,999	3,927	3,910	4,210	-0.43	7.67
Two or More Races Households with Income \$50,000 to \$74,999	3,003	3,082	3,434	2.63	11.42
Two or More Races Households with Income \$75,000 to \$99,999	2,303	2,476	2,898	7.51	17.04
Two or More Races Households with Income \$100,000 to \$124,999	1,913	2,129	2,935	11.29	37.86
Two or More Races Households with Income \$125,000 to \$149,999	1,666	1,745	2,423	4.74	38.85
Two or More Races Households with Income \$150,000 to \$199,999	1,158	1,462	2,350	26.25	60.74
Two or More Races Households with Income \$200,000 and Over	1,346	1,744	3,093	29.57	77.35
<b>Households by Ethnicity and Income</b>					
<b>Hispanic Households by Income</b>					
Hispanic Households with Income Less than \$25,000	39,617	37,527	49,121	-5.28	30.90
Hispanic Households with Income \$25,000 to \$49,999	42,446	42,264	56,225	-0.43	33.03
Hispanic Households with Income \$50,000 to \$74,999	26,494	29,044	37,465	9.62	28.99
Hispanic Households with Income \$75,000 to \$99,999	14,596	18,479	22,474	26.60	21.62
Hispanic Households with Income \$100,000 to \$124,999	7,796	10,487	12,410	34.52	18.34
Hispanic Households with Income \$125,000 to \$149,999	3,705	6,027	6,471	62.67	7.37
Hispanic Households with Income \$150,000 to \$199,999	2,968	4,462	4,879	50.34	9.35
Hispanic Households with Income \$200,000 and Over	2,771	4,242	4,794	53.09	13.01
<b>White Non-Hispanic Households by Income</b>					
White Non-Hispanic Households with Income Less than \$25,000	181,853	175,720	130,517	-3.37	-25.72
White Non-Hispanic Households with Income \$25,000 to \$49,999	221,945	216,181	177,979	-2.60	-17.67
White Non-Hispanic Households with Income \$50,000 to \$74,999	162,944	160,468	148,786	-1.52	-7.28
White Non-Hispanic Households with Income \$75,000 to \$99,999	107,774	108,171	119,853	0.37	10.80
White Non-Hispanic Households with Income \$100,000 to \$124,999	67,094	68,613	87,708	2.26	27.83
White Non-Hispanic Households with Income \$125,000 to \$149,999	38,642	40,587	61,107	5.03	50.56
White Non-Hispanic Households with Income \$150,000 to \$199,999	35,777	37,431	55,802	4.62	49.08
White Non-Hispanic Households with Income \$200,000 and Over	37,534	40,277	70,339	7.31	74.64

**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+)