



The NAIS Demographic Center 2013 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 – 2013. For specific demographic reports for your geographic region, please visit the [NAIS Demographic Center](#).

Key Findings

School Age Population

- During 2010-2013, the number of households with children *Age 0 to 17 Years* shrank from 326,346 to 325,284 (-0.33 percent) in the CBSA of **Tampa-St. Petersburg-Clearwater, FL**. This number is expected to decrease by -2.61 percent during the next five years, totaling 316,790 in 2018.
- The *School Age Population* group is expected to decrease in 2018. Compared to the 2010-2013 increase of 0.25 percent, the population of children *Age 0 to 17 Years* is projected to decrease by -1.65 percent from 591,331 in 2013 to 581,571 in 2018.
- By gender, the *Female Population Age 0 to 17 Years* group is expected to decrease by -2.98 percent from 287,727 in 2013 to 279,167 in 2018, while the *Male Population Age 0 to 17 Years* group will decrease by -0.40 percent from 303,604 in 2013 to 302,404 in 2018.

Number of Children

- By age and gender, the *Female Population Age 5 to 9 Years* group is expected to increase by 0.95 percent from 79,520 in 2013 to 80,273 in 2018, and increase by 5.79 percent for boys in the same age group from 84,213 in 2013 to 89,093 in 2018. The numbers for all groups are shown in the table below.

	MALE SCHOOL AGE POPULATION BY AGE			FEMALE SCHOOL AGE POPULATION BY AGE		
	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)
Age 0 to 4 Years	81,426	81,898	0.58	76,733	74,017	-3.54
Age 5 to 9 Years	84,213	89,093	5.79	79,520	80,273	0.95
Age 10 to 13 Years	67,502	63,650	-5.71	64,480	60,002	-6.94
Age 14 to 17 Years	70,463	67,763	-3.83	66,994	64,875	-3.16

- For 'Population in School', *Kindergarten* and *Grades 1 to 4* are expected to increase by 3.31 percent and 2.07 percent, respectively, between 2013 and 2018, while *Nursery or Preschool* is expected to increase by 6.32 percent from 39,741 in 2013 to 42,253 in 2018. When broken down by gender, the number of girls and boys attending nursery or preschool will increase 4.04 percent and increase 8.48 percent, respectively, during the period 2013-2018. The numbers for all groups are shown in the table below.

	POPULATION IN SCHOOL			MALE POPULATION IN SCHOOL			FEMALE POPULATION IN SCHOOL		
	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)
Nursery or Preschool	39,741	42,253	6.32	20,460	22,194	8.48	19,281	20,059	4.04
Kindergarten	31,785	32,836	3.31	16,348	17,273	5.66	15,437	15,563	0.82
Grades 1 to 4	128,171	128,779	2.07	64,894	67,743	4.39	61,277	61,036	-0.39
Grades 5 to 8	135,590	137,670	1.53	69,347	70,866	2.19	66,243	66,804	0.85
Grades 9 to 12	128,341	123,016	-4.15	65,790	62,847	-4.47	62,551	60,169	-3.81

Enrollment in Private Schools

- The population enrolled in private schools increased by 0.93 percent during the years 2010-2013; and is expected to increase by 3.44 percent in 2018 from 64,606 in 2013 to 66,829 in 2018. While total public school enrollment increased 0.77 percent during the years 2010-2013, it will increase by 0.18 percent between 2013 and 2018.
- During 2010-2013, male preprimary enrollment in private schools decreased by -5.04 percent and female preprimary enrollment by -6.19 percent. During 2013-2018, male preprimary enrollment in private schools is anticipated to decrease by -7.85 percent from 8,585 in 2013 to 7,911 in 2018; while female preprimary enrollment is expected to decrease by -11.62 percent from 8,090 in 2013 to 7,150 in 2018. Further, the anticipated changes in male and female enrollment rates for elementary and high school are 9.23 percent and 6.71 percent, respectively.

Population by Race and Ethnicity

- The African American population increased by 10.60 percent between 2010-2013; the population of Hispanics increased by 11.48 percent; the Asian population increased by 12.93 percent; the American Indian and Alaska Native population increased by 11.15 percent. The Other Race population decreased by -0.38 percent; and the population of Two or More Races increased by 19.68 percent; and the White population increased by 0.78 percent during the years 2010-2013.
- While the White population represents 77.26 percent of the total population, it is expected to decrease from 2,210,512 in 2013 to 2,199,675 in 2018 (-0.49 percent). All other racial/ethnic groups are predicted to vary between 2013 and 2018, especially the Hispanic population, which will increase from 504,101 in 2013 to 611,527 in 2018 (21.31 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 2018 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 4,970 in 2013 to 6,949 in 2018 (39.82 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		
	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)
Aged 0-4	8,611	10,669	23.90	5,176	7,645	47.70	4,970	6,949	39.82	2,776	4,982	79.47	2,166	3,820	76.36
Aged 5-9	8,914	11,589	30.01	5,359	8,304	54.95	5,145	7,548	46.71	2,874	5,412	88.31	2,242	4,148	85.06
Aged 10-13	7,186	8,461	17.74	4,319	6,063	40.38	4,147	5,511	32.89	2,317	3,951	70.52	1,807	3,029	67.63

Aged 14-17	7,484	9,076	21.27	4,499	6,503	44.54	4,319	5,911	36.86	2,413	4,238	75.63	1,882	3,249	72.64
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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 2013 and 2018, as shown in the table below. In particular, *the Other Race Households with Income \$125,000 and \$149,999* are projected to increase by 68.19 percent, from 943 in 2013 to 1,586 in 2018.

	BLACK HOUSEHOLDS			ASIAN HOUSEHOLDS			AMERICAN INDIAN AND ALASKA NATIVE HOUSEHOLDS			OTHER RACE HOUSEHOLDS			TWO OR MORE RACES HOUSEHOLDS		
	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)	2013	2018	% Growth (2013-2018)
Income \$100,000 to \$124,999	7,156	10,141	41.71	2,137	5,018	134.82	594	1,588	167.34	2,073	2,461	18.72	2,756	3,900	88.13
Income \$125,000 to \$149,999	4,046	5,638	39.35	1,631	2,576	57.94	34	649	1,808.82	943	1,586	68.19	2,108	3,255	54.41
Income \$150,000 to \$199,999	2,915	4,160	42.71	1,975	2,144	8.56	394	820	108.12	1,075	963	-10.42	2,081	3,546	70.40
Income \$200,000 and Over	2,147	3,271	52.35	996	2,824	183.53	37	319	762.16	1,056	1,558	47.54	2,945	5,622	90.90

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 4,943 in 2013 to 5,567 in 2018 (12.62 percent).

	HISPANIC HOUSEHOLDS		
	2013	2018	% Growth (2013-2018)
Income \$100,000 to \$124,999	12,010	13,168	9.64
Income \$125,000 to \$149,999	6,979	7,563	8.37
Income \$150,000 to \$199,999	4,959	5,409	9.07
Income \$200,000 and Over	4,943	5,567	12.62

13. The number of *Households by Home Value* also shifted between 2010 and 2013. In particular, the number of households with homes valued between \$250,000 and \$299,999 decreased by -8.82 percent during this period. The number of households with homes valued between \$400,000 and \$499,999 is expected to decreased from 26,586 in 2013 to 22,952 in 2018 (-13.67 percent).

	HOUSEHOLDS BY HOME VALUE				
	2010	2013	2018	% Growth (2010-2013)	% Growth (2013-2018)
Less than \$250,000	568,288	578,714	585,196	1.83	1.12
\$250,000-\$299,999	60,811	55,450	44,845	-8.82	-19.13
\$300,000-\$399,999	67,969	63,176	53,199	-7.05	-15.79
\$400,000-\$499,999	28,274	26,586	22,952	-5.97	-13.67
\$500,000-\$749,999	27,232	25,733	22,570	-5.50	-12.29
\$750,000-\$999,999	10,466	10,148	9,356	-3.04	-7.80
More than \$1,000,000	10,250	9,753	8,733	-4.85	-10.46

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 2.59 percent, from 338,649 in 2010 to 347,410 in 2013. This number is expected to increase by 2.96 percent through 2018. For people older than 25 years of age who hold graduate degrees, their numbers increased from 170,337 in 2010 to 177,989 in 2013 (4.49 percent), and it is forecasted this population will increase an additional 8.03 percent by the year 2018.

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)? ^[1]__
- Who are our best donors? What is their profile? Since we are dealing with different generations, do we understand how to attract them? Are they more responsive to mail or online solicitations?

- What causes are our donors more inclined to support? How should the school keep them informed about the use of charitable funds?

Resources That Can Help

1. **Trends** — To stay abreast of changing trends, in addition to the NAIS Demographic Center, school administrators can check the following website: www.hermangroup.com. Also, the *NAIS Opinion Leaders' Survey* (free to browse at www.nais.org or buy in bulk to share) identifies what demographic, social, economic, political, scientific, and technological trends opinion leaders in education, business, and the media believe will have the greatest impact on independent education in the future. This report also suggests actions that schools should consider now to successfully manage these important trends.
2. **Benchmarking** — To gather data and conduct benchmark analysis, schools can participate in the StatsOnline^[2] annual survey (www.nais.org/go/statsonline). StatsOnline collects data on admissions, annual giving, financial aid, financial operations, salaries, schools, students, staff, and tuition. Available tools include:
 - ✓ **Benchmarking tools** to create custom groups and reports based upon any of the survey variables.
 - ✓ **Financing Schools Calculator** to project budgets based on various preferred and possible scenarios to see the impact on the "bottom line" of changes in some of the variables.
 - ✓ **Executive Compensation Reports** that you can provide to your board or compensation committee so they can either authorize or perform a comparative compensation study (of salary, other forms of compensation, and benefits) and create a documented "rebuttable presumption" of the reasonableness of the compensation (available only to heads and business managers).
3. **Market Research** — The report, [Marketing Independent Schools to Generation X and Minority Parents](#), provides information on the factors that are relevant to families of color and Generation X parents when selecting schools for their children. It also gives specific advice on which messages to consider when reaching out to particular groups of families. In addition, the [NAIS Public Opinion Poll](#) provides information on characteristics the American public associates with a quality education and their perceptions of independent schools. The members-only version of the report also includes implications and recommendations for ways schools can communicate with constituents about the value of independent education.
4. **Advocacy and Marketing** — NAIS has created several resources to help you communicate with important constituents like prospective students and families, prospective teachers, the media, and policymakers. They can help you explain the value of independent education and of your school:
 - ✓ [Values Added: The Lifelong Returns of an Independent School Education](#).
 - ✓ [Admission and Marketing Tools](#) (brochures, ad templates, video clips, etc).
 - ✓ [Communications Handbook](#) (Independent School Advocacy Initiative).
 - ✓ [NAIS Parent Guide](#) (information about admission and financial aid designed for parents www.nais.org/go/parents).
5. **Financial Sustainability** — NAIS believes that schools need to work toward financial sustainability by becoming more efficient and strategic financially to ensure long-term viability. As part of NAIS's Sustainability Initiative, we have assembled below articles, presentations, and reports on admission-marketing, development, leadership, communications, and finance topics, all related to financial sustainability.
 - ✓ [Parents Views on Independent Schools under the Current Economic Situation](#).
 - ✓ [Demography and the Economy](#)
 - ✓ [AdmissionQuest's podcast: Exploring School Sustainability Directions & Ideas with Patrick Bassett](#)
 - ✓ [Admission Trends, Families, and the School Search](#)
 - ✓ [Enrollment Dilemmas, Part I](#) and [Part II](#)
 - ✓ [Sticky Messages](#)
 - ✓ [Net Tuition Revenue Management: The Why, When, and How, Financially Sustainable Schools – Leadership Series: No. 12](#)
 - ✓ [Enrollment and Marketing Considerations in a Tight Financial Market](#)

[1] — The 2006 NAIS Non-Tuition Survey presents alternative sources of revenue to tuitions, annual/capital giving, and investments that many schools have in place to achieve the balance between costs and income. <http://www.nais.org/Series/Pages/NAIS-2006-Non-Tuition-Revenue-Study.aspx>.

[2] — StatsOnline is available to five key administrators at each participating school who are responsible for providing the statistical data each year. The five administrators include: head, business manager, director of admission, director of development, and director of financial aid.

EASI NAIS Detailed Trend Report & Analysis - 2013

CBSA Name: Tampa-St. Petersburg-Clearwater, FL

CBSA Code: 45300

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

State Name: Florida

Dominant Profile: Apartments (20 or more units)

					% Growth	% Growth Forecast
	Description	2010	2013	2018 (2010-2013)		(2013-2018)
Total Population and Households						
	Population	2,783,243	2,861,007	2,966,454	2.79	3.69
	Households	1,151,263	1,180,627	1,217,405	2.55	3.12
Households with School Age Population						
	Households with Children Age 0 to 17 Years	326,346	325,284	316,790	-0.33	-2.61
	Percent of Households with Children Age 0 to 17 Years	28.35	27.55	26.02	-2.82	-5.55
School Age Population						
	Population Age 0 to 17 Years	589,827	591,331	581,571	0.25	-1.65
	Population Age 0 to 4 Years	156,976	158,159	155,915	0.75	-1.42
	Population Age 5 to 9 Years	159,334	163,733	169,366	2.76	3.44
	Population Age 10 to 13 Years	134,485	131,982	123,651	-1.86	-6.31
	Population Age 14 to 17 Years	139,032	137,457	132,639	-1.13	-3.51
School Age Population by Gender						
	Male Population Age 0 to 17 Years	301,986	303,604	302,404	0.54	-0.40
	Female Population Age 0 to 17 Years	287,841	287,727	279,167	-0.04	-2.98
Male School Age Population by Age						
	Male Population Age 0 to 4 Years	80,340	81,426	81,898	1.35	0.58
	Male Population Age 5 to 9 Years	81,198	84,213	89,093	3.71	5.79
	Male Population Age 10 to 13 Years	68,913	67,502	63,650	-2.05	-5.71
	Male Population Age 14 to 17 Years	71,535	70,463	67,763	-1.50	-3.83
Female School Age Population by Age						
	Female Population Age 0 to 4 Years	76,636	76,733	74,017	0.13	-3.54
	Female Population Age 5 to 9 Years	78,136	79,520	80,273	1.77	0.95
	Female Population Age 10 to 13 Years	65,572	64,480	60,002	-1.67	-6.94
	Female Population Age 14 to 17 Years	67,497	66,994	64,875	-0.75	-3.16
Population in School						
	Nursery or Preschool	38,662	39,741	42,253	2.79	6.32
	Kindergarten	31,287	31,785	32,836	1.59	3.31
	Grades 1 to 4	123,708	126,171	128,779	1.99	2.07
	Grades 5 to 8	133,624	135,590	137,670	1.47	1.53
	Grades 9 to 12	130,703	128,341	123,016	-1.81	-4.15
Population in School by Gender						
	Male Enrolled in School	234,495	236,839	240,923	1.00	1.72
	Female Enrolled in School	223,489	224,789	223,631	0.58	-0.52
Male Population in School by Grade						
	Male Nursery or Preschool	19,787	20,460	22,194	3.40	8.48
	Male Kindergarten	15,944	16,348	17,273	2.53	5.66
	Male Grades 1 to 4	63,043	64,894	67,743	2.94	4.39
	Male Grades 5 to 8	68,472	69,347	70,866	1.28	2.19
	Male Grades 9 to 12	67,250	65,790	62,847	-2.17	-4.47
Female Population in School by Grade						
	Female Nursery or Preschool	18,875	19,281	20,059	2.15	4.04
	Female Kindergarten	15,343	15,437	15,563	0.61	0.82
	Female Grades 1 to 4	60,665	61,277	61,036	1.01	-0.39
	Female Grades 5 to 8	65,152	66,243	66,804	1.67	0.85
	Female Grades 9 to 12	63,453	62,551	60,169	-1.42	-3.81
Population in School						
	Education, Total Enrollment (Pop 3+)	457,984	461,628	464,554	0.80	0.63
	Education, Not Enrolled in School (Pop 3+)	2,041,203	2,092,519	2,152,483	2.51	2.87
Population in Public vs Private School						
	Education, Enrolled Private Schools (Pop 3+)	64,012	64,606	66,829	0.93	3.44
	Education, Enrolled Private Preprimary (Pop 3+)	17,665	16,675	15,061	-5.60	-9.68
	Education, Enrolled Private Elementary or High School (Pop 3+)	46,347	47,931	51,768	3.42	8.01
	Education, Enrolled Public Schools (Pop 3+)	393,972	397,022	397,725	0.77	0.18

Education, Enrolled Public Preprimary (Pop 3+)	20,997	23,066	27,192	9.85	17.89
Education, Enrolled Public Elementary or High School (Pop 3+)	372,975	373,956	370,533	0.26	-0.92

Population in Public vs Private School by Gender

Male Population in Public vs Private School

Male Education, Enrolled Private Schools (Pop 3+)	32,761	33,169	34,765	1.25	4.81
Male Education, Enrolled Private Preprimary (Pop 3+)	9,041	8,585	7,911	-5.04	-7.85
Male Education, Enrolled Private Elementary or High School (Pop 3+)	23,720	24,584	26,854	3.64	9.23
Male Education, Enrolled Public Schools (Pop 3+)	201,734	203,670	206,158	0.96	1.22
Male Education, Enrolled Public Preprimary (Pop 3+)	10,746	11,875	14,283	10.51	20.28
Male Education, Enrolled Public Elementary or High School (Pop 3+)	190,988	191,795	191,875	0.42	0.04

Female Population in Public vs Private School

Female Education, Enrolled Private Schools (Pop 3+)	31,251	31,437	32,064	0.60	1.99
Female Education, Enrolled Private Preprimary (Pop 3+)	8,624	8,090	7,150	-6.19	-11.62
Female Education, Enrolled Private Elementary or High School (Pop 3+)	22,627	23,347	24,914	3.18	6.71
Female Education, Enrolled Public Schools (Pop 3+)	192,238	193,352	191,567	0.58	-0.92
Female Education, Enrolled Public Preprimary (Pop 3+)	10,251	11,191	12,909	9.17	15.35
Female Education, Enrolled Public Elementary or High School (Pop 3+)	181,987	182,161	178,658	0.10	-1.92

Population by Race

White Population, Alone	2,193,411	2,210,512	2,199,675	0.78	-0.49
Black Population, Alone	329,334	364,233	427,847	10.60	17.47
Asian Population, Alone	82,958	93,681	114,261	12.93	21.97
American Indian and Alaska Native Population, Alone	9,930	11,037	14,651	11.15	32.74
Other Race Population, Alone	94,965	94,600	91,680	-0.38	-3.09
Two or More Races Population	72,645	86,944	118,340	19.68	36.11

Population by Ethnicity

Hispanic Population	452,208	504,101	611,527	11.48	21.31
White Non-Hispanic Population	1,879,437	1,851,685	1,787,730	-1.48	-3.45

Population by Race As Percent of Total Population

Percent of White Population, Alone	78.81	77.26	74.15	-1.97	-4.03
Percent of Black Population, Alone	11.83	12.73	14.42	7.61	13.28
Percent of Asian Population, Alone	2.98	3.27	3.85	9.73	17.74
Percent of American Indian and Alaska Native Population, Alone	0.36	0.39	0.49	8.33	25.64
Percent of Other Race Population, Alone	3.41	3.31	3.09	-2.93	-6.65
Percent of Two or More Races Population, Alone	2.61	3.04	3.99	16.48	31.25

Population by Ethnicity As Percent of Total Population

Percent of Hispanic Population	16.25	17.62	20.61	8.43	16.97
Percent of White Non-Hispanic Population	67.53	64.72	60.26	-4.16	-6.89

Educational Attainment

Education Attainment, Bachelor's Degree (Pop 25+)	338,649	347,410	357,709	2.59	2.96
Education Attainment, Master's Degree (Pop 25+)	117,671	124,136	136,055	5.49	9.60
Education Attainment, Professional Degree (Pop 25+)	34,356	33,651	32,115	-2.05	-4.56
Education Attainment, Doctorate Degree (Pop 25+)	18,310	20,202	24,117	10.33	19.38

Household Income

Household Income, Median (\$)	49,289	51,344	66,250	4.17	29.03
Household Income, Average (\$)	67,875	69,972	89,579	3.09	28.02

Households by Income

Households with Income Less than \$25,000	276,314	270,804	208,611	-1.99	-22.97
Households with Income \$25,000 to \$49,999	307,633	307,726	263,904	0.03	-14.24
Households with Income \$50,000 to \$74,999	214,413	219,134	209,523	2.20	-4.39
Households with Income \$75,000 to \$99,999	137,117	144,129	167,463	5.11	16.19
Households with Income \$100,000 to \$124,999	81,760	88,421	122,466	8.15	38.50
Households with Income \$125,000 to \$149,999	47,060	51,785	82,072	10.04	58.49
Households with Income \$150,000 to \$199,999	44,475	49,508	71,929	11.32	45.29
Households with Income \$200,000 and Over	42,491	49,120	91,437	15.60	86.15

Families by Age of Children and Income

Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	8,163	8,611	10,669	5.49	23.90
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	8,285	8,914	11,589	7.59	30.01
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	6,993	7,186	8,461	2.76	17.74
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	7,230	7,484	9,076	3.51	21.27
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	4,804	5,176	7,645	7.74	47.70
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	4,876	5,359	8,304	9.91	54.95
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	4,115	4,319	6,063	4.96	40.38
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	4,255	4,499	6,503	5.73	44.54
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	4,533	4,970	6,949	9.64	39.82
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	4,602	5,145	7,548	11.80	46.71

Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	3,884	4,147	5,511	6.77	32.89
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	4,015	4,319	5,911	7.57	36.86
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	2,425	2,776	4,982	14.47	79.47
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	2,461	2,874	5,412	16.78	88.31
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	2,077	2,317	3,951	11.56	70.52
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	2,148	2,413	4,238	12.34	75.63
Families with one or more children aged 0-4 and Income \$350,000 and over	1,920	2,166	3,820	12.81	76.36
Families with one or more children aged 5-9 and Income \$350,000 and over	1,949	2,242	4,149	15.03	85.06
Families with one or more children aged 10-13 and Income \$350,000 and over	1,645	1,807	3,029	9.85	67.63
Families with one or more children aged 14-17 and Income \$350,000 and over	1,701	1,882	3,249	10.64	72.64

Households by Home Value

Housing, Owner Households Valued Less than \$250,000	568,288	578,714	585,196	1.83	1.12
Housing, Owner Households Valued \$250,000-\$299,999	60,811	55,450	44,845	-8.82	-19.13
Housing, Owner Households Valued \$300,000-\$399,999	67,969	63,176	53,199	-7.05	-15.79
Housing, Owner Households Valued \$400,000-\$499,999	28,274	26,586	22,952	-5.97	-13.67
Housing, Owner Households Valued \$500,000-\$749,999	27,232	25,733	22,570	-5.50	-12.29
Housing, Owner Households Valued \$750,000-\$999,999	10,466	10,148	9,356	-3.04	-7.80
Housing, Owner Households Valued More than \$1,000,000	10,250	9,753	8,733	-4.85	-10.46

Households by Length of Residence

Length of Residence Less than 2 Years	170,749	196,993	244,102	15.37	23.91
Length of Residence 3 to 5 Years	256,123	295,490	366,153	15.37	23.91
Length of Residence 6 to 10 Years	432,397	414,920	375,928	-4.04	-9.40
Length of Residence More than 10 Years	291,994	273,224	231,222	-6.43	-15.37

Households by Race and Income

White Households by Income

White Households with Income Less than \$25,000	217,772	215,041	153,340	-1.25	-28.69
White Households with Income \$25,000 to \$49,999	250,300	249,292	202,123	-0.40	-18.92
White Households with Income \$50,000 to \$74,999	180,743	181,718	167,218	0.54	-7.98
White Households with Income \$75,000 to \$99,999	116,913	119,682	136,175	2.37	13.78
White Households with Income \$100,000 to \$124,999	70,852	73,705	99,358	4.03	34.80
White Households with Income \$125,000 to \$149,999	40,580	43,023	68,368	6.02	58.91
White Households with Income \$150,000 to \$199,999	38,938	41,068	60,296	5.47	46.82
White Households with Income \$200,000 and Over	38,677	41,939	77,843	8.43	85.61

Black Households by Income

Black Households with Income Less than \$25,000	42,366	41,262	44,186	-2.61	7.09
Black Households with Income \$25,000 to \$49,999	38,097	39,550	44,289	3.81	11.98
Black Households with Income \$50,000 to \$74,999	19,274	22,693	27,857	17.74	22.76
Black Households with Income \$75,000 to \$99,999	9,876	13,350	17,032	35.18	27.58
Black Households with Income \$100,000 to \$124,999	4,965	7,156	10,141	44.13	41.71
Black Households with Income \$125,000 to \$149,999	2,533	4,046	5,638	59.73	39.35
Black Households with Income \$150,000 to \$199,999	1,577	2,915	4,160	84.84	42.71
Black Households with Income \$200,000 and Over	1,326	2,147	3,271	61.92	52.35

Asian Households by Income

Asian Households with Income Less than \$25,000	6,017	5,954	4,943	-1.05	-16.98
Asian Households with Income \$25,000 to \$49,999	7,314	7,657	7,301	4.69	-4.65
Asian Households with Income \$50,000 to \$74,999	5,504	5,963	6,410	8.34	7.50
Asian Households with Income \$75,000 to \$99,999	3,214	4,142	6,777	28.87	63.62
Asian Households with Income \$100,000 to \$124,999	1,572	2,137	5,018	35.94	134.82
Asian Households with Income \$125,000 to \$149,999	1,383	1,631	2,576	17.93	57.94
Asian Households with Income \$150,000 to \$199,999	1,349	1,975	2,144	46.40	8.56
Asian Households with Income \$200,000 and Over	382	996	2,824	160.73	183.53

American Indian and Alaska Native Households

American Indian and Alaska Native Households with Income Less than \$25,000	368	370	310	0.54	-16.22
American Indian and Alaska Native Households with Income \$25,000 to \$49,999	525	516	577	-1.71	11.82
American Indian and Alaska Native Households with Income \$50,000 to \$74,999	867	897	531	3.46	-40.80
American Indian and Alaska Native Households with Income \$75,000 to \$99,999	1,230	1,210	597	-1.63	-50.66
American Indian and Alaska Native Households with Income \$100,000 to \$124,999	454	594	1,588	30.84	167.34
American Indian and Alaska Native Households with Income \$125,000 to \$149,999	298	34	649	-88.59	1808.82
American Indian and Alaska Native Households with Income \$150,000 to \$199,999	123	394	820	220.33	108.12
American Indian and Alaska Native Households with Income \$200,000 and Over	26	37	319	42.31	762.16

Other Race Households by Income

Other Race Households with Income Less than \$25,000	6,203	5,393	3,121	-13.06	-42.13
Other Race Households with Income \$25,000 to \$49,999	7,456	6,637	4,578	-10.98	-31.02
Other Race Households with Income \$50,000 to \$74,999	5,239	4,795	3,823	-8.47	-20.27
Other Race Households with Income \$75,000 to \$99,999	3,512	3,206	3,349	-8.71	4.46
Other Race Households with Income \$100,000 to \$124,999	1,969	2,073	2,461	5.28	18.72
Other Race Households with Income \$125,000 to \$149,999	767	943	1,586	22.95	68.19

Other Race Households with Income \$150,000 to \$199,999	1,234	1,075	963	-12.88	-10.42
Other Race Households with Income \$200,000 and Over	753	1,056	1,558	40.24	47.54

Two or More Races Households by Income

Two or More Races Households with Income Less than \$25,000	3,588	2,784	2,711	-22.41	-2.62
Two or More Races Households with Income \$25,000 to \$49,999	3,941	4,074	5,036	3.37	23.61
Two or More Races Households with Income \$50,000 to \$74,999	2,786	3,068	3,684	10.12	20.08
Two or More Races Households with Income \$75,000 to \$99,999	2,372	2,539	3,533	7.04	39.15
Two or More Races Households with Income \$100,000 to \$124,999	1,948	2,756	3,900	41.48	41.51
Two or More Races Households with Income \$125,000 to \$149,999	1,499	2,108	3,255	40.63	54.41
Two or More Races Households with Income \$150,000 to \$199,999	1,254	2,081	3,546	65.95	70.40
Two or More Races Households with Income \$200,000 and Over	1,327	2,945	5,622	121.93	90.90

Households by Ethnicity and Income

Hispanic Households by Income

Hispanic Households with Income Less than \$25,000	41,751	34,991	40,388	-16.19	15.42
Hispanic Households with Income \$25,000 to \$49,999	41,075	38,688	44,563	-5.81	15.19
Hispanic Households with Income \$50,000 to \$74,999	26,259	27,851	31,748	6.06	13.99
Hispanic Households with Income \$75,000 to \$99,999	14,536	19,519	21,557	34.28	10.44
Hispanic Households with Income \$100,000 to \$124,999	7,625	12,010	13,168	57.51	9.64
Hispanic Households with Income \$125,000 to \$149,999	3,467	6,979	7,563	101.30	8.37
Hispanic Households with Income \$150,000 to \$199,999	3,179	4,959	5,409	55.99	9.07
Hispanic Households with Income \$200,000 and Over	2,501	4,943	5,567	97.64	12.62

White Non-Hispanic Households by Income

White Non-Hispanic Households with Income Less than \$25,000	191,569	181,153	126,192	-5.44	-30.34
White Non-Hispanic Households with Income \$25,000 to \$49,999	225,388	215,017	170,355	-4.60	-20.77
White Non-Hispanic Households with Income \$50,000 to \$74,999	163,648	157,701	141,295	-3.63	-10.40
White Non-Hispanic Households with Income \$75,000 to \$99,999	104,903	103,252	115,008	-1.57	11.39
White Non-Hispanic Households with Income \$100,000 to \$124,999	63,142	63,502	83,026	0.57	30.75
White Non-Hispanic Households with Income \$125,000 to \$149,999	35,738	36,869	56,972	3.16	54.53
White Non-Hispanic Households with Income \$150,000 to \$199,999	35,030	35,800	49,937	2.20	39.49
White Non-Hispanic Households with Income \$200,000 and Over	34,145	36,454	65,686	6.76	80.19

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 1/1/2013 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>Name</u>	<u>Characteristic</u>
Above Average Education	Education Attainment, Graduate Degree (Population Aged 25+)
Apartments (20 or more units)	Housing, Occupied Structure with 20-49 Units
In the Armed Forces	Employment, Armed Forces Male (Population Aged 16+)
Very Asian	Population, Speaks Asian or Pacific Island Language (Population Aged 5+)
Below Average Education	Education Attainment, < High School (Population Aged 25+)
Blue Collar Employment	Employment, Blue Collar (Population Aged 16+)
Born in America	Population, Citizenship - Native
Expensive Homes	Housing, Owner Households Valued More than \$1,000,000
House for Sale	Housing, Vacant Units For Sale
Large Families	Families, 5 Person
Lots of Cars	Households with 4+ Vehicles
Median Age	Population, Median Age
Median Income	Household Income, Median (\$)
New Homes	Housing, Built 1999 or Later
No Cars	Households with No Vehicles
Not in Labor Force	Employment, Not in the Labor Force Male (Population Aged 16+)
Long Time Residents	Housing, Year Moved in 1969 or Earlier
Few Teens	Population Aged 12 to 17 Years
Old Homes	Housing, Built 1939 or Earlier
Pre-School	Population Aged 0 to 5 Years
Recent Movers	Housing, Year Moved in 1999 or Later
Available Renting Units	Housing, Vacant Units For Rent
Retired	Population Aged 65 to 74 Years
Very Rich Asians	Asian Household Income, High Income Average (\$)
Very Rich Blacks	Black Household Income, High Income Average (\$)
Very Rich Families	Family Income, High Income Average (\$)
Very Rich Hispanics	Hispanic Household Income, High Income Average (\$)
Very Rich Non Families	Non-Family Income, High Income Average (\$)
Old and Rich Households	Household Head Aged 75+ and Income \$200K+
Very Rich Whites	White Household Income, High Income Average (\$)
Young and Rich Households	Household Head Aged <25 and Income \$200K+
Service Employment	Occupation, Service (Population Aged 16+)
Very Spanish	Population, Speaks Spanish (Population Aged 5+)
Subway or Bus to Work	Employment, Public Transportation to Work (Employees Aged 16+)
Trailer Park City	Housing, Occupied Structure Trailer
Unattached	Population, Males Never Married (Population Aged 15+)
Unemployed	Employment, Unemployed Males (Population Aged 16+)
Very Rich Households	Household Income, High Income Average (\$)
Work at Home	Employment, Work at Home (Employees Aged 16+)