Ten-Year
Student Population Projections
By Residence

Fall 2022-2032
(Based on Fall 2022 Data)

Prepared by

DAVIS DEMOGRAPHICS

MGT

May 12, 2023

Table of Contents

**Data provided on the following pages is based on geographically related information to the district based on a third-party source using Esri analytics in combination with Census information and American Community Survey. This information is provided by Davis Demographics as supplemental information about the district. Davis did not research nor guarantee the accuracy of the Census data.*

INTRODUCTION AND DISTRICT BACKGROUND

Moon Area School District (MASD) has contracted with Davis Demographics to develop and analyze demographic data relevant to the district's facility planning efforts. The scope of contracted work includes updating district mapping files, analyzing the district's past four years of geocoded student data files (each representative of October's headcount), developing, and researching pertinent demographic data in and around the district, identifying current and future residential development plans and preparing a ten-year student population forecast.

The purpose of this report is to identify and inform the district of the demographic trends occurring within the community, how these trends may affect future student populations, and to assist in illustrating facility adjustments that may be necessary to accommodate the potential student population shifts, to assist the district in evaluating future site requirements and the need for potential attendance area boundary changes.

Davis Demographics, a non-biased third-party consultant, has been contracted to prepare and maintain a ten-year demographic study. In this study, Davis Demographics produced detailed neighborhood and attendance area population forecasts based on the residential address of students. Davis Demographics bases its forecasts on the belief that school facility planning is more accurate when facilities are located where the greatest number of students reside. This study is intended to help the district notice specific demographic trends that could assist them in making informed decisions regarding long-range planning efforts.

The **Sources of Data** section details how the two sources of data – geographic and non-geographic – are collected and used in the ten-year student population forecast model.

The **Ten-Year Forecast Methodology** section discusses, in detail, how the factors used in the study were calculated, and why they were used. These factors include area birthrates and their effect on incoming kindergarten classes, the effects of student mobility, student yield factors based on historic housing data and trends, and a detailed review of future residential development within the district.

The **Student Resident Forecast Summary** sections offer a review of this year's student resident forecast results. Included in these sections are the district-wide student population forecast summary and a forecasted resident student population summary for both the existing attendance areas and the individual study areas from which they were calculated.

While reading this report, it is important to remember that it is based on data gathered in November 2022. Due to potential population shifts, changes in development plans, fluctuating funding opportunities, and district priorities, all findings presented in this report are subject to change.

EXECUTIVE SUMMARY

Davis Demographics is assisting the Moon Area School District to plan for future student population changes. Davis Demographics calculated a ten-year student population forecast by factoring current and historical student data with the latest demographic data and planned residential development information. This forecast is based on the residence of students, not school enrollment, and is designed to alert the district as to when and where student population shifts will occur. Research and data are based on geographic reference, figures reflect the calculation of study areas that make up areas within the MASD. This allows Davis Demographics to present existing attendance area and newly adopted area information without disconnecting from historical data.

Key Items in the District-Wide Analysis Section of the Report:

- Overall, the student population for Moon Area SD is projected to increase by nearly 300 resident students over the next five years reflecting an increasing rate of 7%.
- The PK-4 resident student population is forecasted to increase by 2% over the next 5 years.
- As larger class sizes matriculate through, grades 5-6 are expected to increase approximately 10%, while grades 7-8 are expected to increase 26% over the next 5 years.
- The district high school population is also expected to increase by 4% by SY 2026 as larger class sizes graduate.
- The growth in the district is mostly driven by families moving into the area.
- The district has 13 active or planned residential development projects, accounting for 1,153 units applied in the forecast.

The following chart summarizes the forecasted student populations from SY2022 to SY2032.

Table 1: District Summary

Historic Resident Counts				Current	Forecasted Resident Counts									
Grade	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032
K	356	305	315	308	319.1	300.4	308.1	318.0	310.7	313.6	315.0	314.9	315.5	315.4
1	296	351	322	323	315.8	335.0	316.8	324.0	327.8	321.2	323.4	324.8	324.2	324.4
2	306	291	346	316	319.0	317.9	337.0	318.2	319.4	324.1	316.8	318.9	319.8	318.9
3	307	298	299	344	319.0	327.1	325.1	342.8	317.9	320.1	324.2	317.0	318.6	319.2
4	280	297	306	290	341.0	324.5	332.7	330.3	342.0	318.2	319.7	323.8	316.2	317.5
5	290	283	309	302	295.5	354.1	336.9	343.7	335.0	347.8	323.0	324.4	328.0	320.0
6	297	294	287	320	308.9	308.5	370.9	349.3	350.9	344.0	356.3	331.0	332.0	335.3
7	315	299	294	293	322.3	314.1	313.7	376.2	352.2	355.1	347.7	360.0	334.1	334.6
8	310	315	317	292	298.1	330.7	323.1	322.3	382.4	360.8	362.8	354.5	366.5	339.7
9	302	330	310	330	302.6	310.1	344.3	334.5	335.0	398.6	373.1	373.7	365.2	377.2
10	297	290	324	294	316.0	292.0	299.5	331.7	322.3	323.9	385.0	357.9	358.6	349.8
11	299	289	278	334	290.2	314.1	290.5	296.8	328.1	320.1	320.5	380.8	354.5	354.8
12	291	302	285	277	334.2	292.9	315.3	291.7	298.2	330.7	321.7	322.0	382.3	354.4
Resident Student Totals by Grade Configuration														
K-4	1,545	1,542	1,588	1,581	1,613.9	1,604.9	1,619.7	1,633.3	1,617.8	1,597.2	1,599.1	1,599.4	1,594.3	1,595.4
5-6	587	577	596	622	604.4	662.6	707.8	693.0	685.9	691.8	679.3	655.4	660.0	655.3
7-8	625	614	611	585	620.4	644.8	636.8	698.5	734.6	715.9	710.5	714.5	700.6	674.3
9-12	1,189	1,211	1,197	1,235	1,243.0	1,209.1	1,249.6	1,254.7	1,283.6	1,373.3	1,400.3	1,434.4	1,460.6	1,436.2
K-12	3,946	3,944	3,992	4,023	4,081.7	4,121.4	4,213.9	4,279.5	4,321.9	4,378.2	4,389.2	4,403.7	4,415.5	4,361.2
Out-of-District Students														
K-4	4	4	4	5	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3
5-6	2	0	0	2	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
7-8	2	3	1	0	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5
9-12	2	3	2	4	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8
K-12	10	10	7	11	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5
Total Students*														
K-4	1,549	1,546	1,592	1,586	1,618.2	1,609.2	1,624.0	1,637.6	1,622.1	1,601.5	1,603.4	1,603.7	1,598.6	1,599.7
5-6	589	577	596	624	605.4	663.6	708.8	694.0	686.9	692.8	680.3	656.4	661.0	656.3
7-8	627	617	612	585	621.9	646.3	638.3	700.0	736.1	717.4	712.0	716.0	702.1	675.8
9-12	1,191	1,214	1,199	1,239	1,245.8	1,211.9	1,252.4	1,257.5	1,286.4	1,376.1	1,403.1	1,437.2	1,463.4	1,439.0
K-12	3,956	3,954	3,999	4,034	4,091.2	4,130.9	4,223.4	4,289.0	4,331.4	4,387.7	4,398.7	4,413.2	4,425.0	4,370.7
Annual Change														
K-4 Difference	-3	46	-6		32.2	-9.0	14.8	13.6	-15.5	-20.6	1.9	0.3	-5.1	1.1
5-6 Difference	-12	19	28		-18.6	58.2	45.2	-14.8	-7.1	5.9	-12.5	-23.9	4.6	-4.7
7-8 Difference	-10	-5	-27		36.9	24.4	-8.0	61.7	36.1	-18.7	-5.4	4.0	-13.9	-26.3
9-12 Difference	23	-15	40		6.8	-33.9	40.5	5.1	28.9	89.7	27.0	34.1	26.2	-24.4
K-12 Difference	-2	45	35		57.2	39.7	92.5	65.6	42.4	56.3	11.0	14.5	11.8	-54.3
Notes														
***Forecasts based on Moon Area students attending the district schools as of 10/3/22. This study does not include private and parochial students living inside the district.**														

More detailed information and analysis are provided in Section Five

SECTION ONE – METHODOLOGY

Sources of Data

Geographic Map Data

Five (5) geographic data layers were modified or created for use in the ten-year student population forecasts:

1. Street Centerline Database/Parcels
2. Study Areas
3. Schools
4. Students – Historical and Current
5. Planned Residential Development

1) Street Centerline Data/Parcels

Street centerline/parcel data files are utilized during the geocoding process of the student data. The geocoding process places a point on the map for every student in the exact location the student resides. Each student is geocoded to the parcels by their given residence address. This enables Davis Demographics to analyze student data geographically Another vital utilization of the digital street database is in the construction of study areas. Freeways, major streets, and neighborhood streets are generally used as boundaries for the study areas.

2) Study Areas

Study areas are small geographic areas – such as neighborhoods or portions of neighborhoods – that are considered the building blocks of school district attendance areas. Study areas are geographically defined following logical boundaries within a school district, such as freeways, streets, railroad tracks, or green space. Each study area is then coded with the corresponding elementary, middle, and high school that the students in the area are assigned to attend. By gathering information about the district at the study area level, Davis Demographics and the Moon Area SD can closely monitor growth and demographic trends in regions and identify the potential need for boundary or facility adjustments. Currently, 96 study areas make up the Moon Area school district.

3) Schools

School facility information, including school names, addresses, unique identifying codes, grade ranges, and permanent capacities, was provided to Davis Demographics by district staff.

4) Student Data

a. Historic Student Data - Historic population data is used to compare past student population trends as well as the effects of mobility (movement of students in or out of existing housing) throughout the district.

b. Current Student Data - A student data file representing student membership as of Fall 2022 was provided to Davis Demographics by district staff. This data was summarized by grade level and each student was located by residential address to identify current study area populations. This data is used as a baseline for student population forecasts. The forecasts encompass the next ten years from SY2023-24 through SY2032-33.

c. Student Accounting - The Student Verification Form (Table 2) indicates the total student enrollment as of October 3, 2022, and the number of students used in the ten-year student population forecasts. The forecast model is based on student residence and typically excludes students residing outside of the district's boundaries.

Table 2: Verified Student Data Forms

DAVIS DEMOGRAPHICS

Student Data Verification Form
Current SY 2022 - 2023

District: Moon Area School District
To: Kim Prevost
Email: kprevost@moonarea.net

From: Analisa Garcia
Email: angarcia@davisdemographics.com

Date Received
11/22/2022
Date Processed
11/22/2022
Initial | Date of Data (Fall Snapshot)
10-3-2022
File Name
Student_Snapshot_Template_Details_Oct2022
Student Records
4,035
Valid Address Fields
4,035
*PO Boxes
0
*Invalid/Empty Address Fields
0

*Will not be geocoded

Data Fields In File:
The following fields are included in the file. If additional fields are necessary to correctly indentify students in various categories or programs for boundary planning or other types of analysis deemed important by the District, immediately notify Davis Demographics and send a new complete student data file with the added fields. PLEASE SEND A LIST OF VALUES (Data Dictionary) FOR EACH FIELD.
SCHOOL NUMBER
SCHOOL NUMBER OF RESIDENCE
Transfer Code
SCHOOL NAME
PASECUREID
ADDRESS 1
ADDRESS 2
GRADE
CITY
STATE CODE
ZIP
RACE / ETHNICITY
FOOD PGM PARTICIPATION CODE
CHALLENGE TYPE
EL STATUS CODE
EL STATUS
LIEP TYPE
LIEP TYPE DESCRIPTION
SPECIAL ED STATUS
ECONOMIC DISADVANTAGED STATUS CODE

Attribute Details

Grade	# of Records
1	323
2	317
3	346
4	291
5	302
6	322
7	293
8	292
9	332
10	295
11	336
12	277
K5F	309
Total	**4,035**

School Name	# of Records
Bon Meade El Sch	595
J H Brooks El Sch	377
J.A. Allard El Sch	208
McCormick El Sch	184
Moon Area Lower MS	623
Moon Area SD	28
Moon Area Upper MS	581
Moon SHS	1,218
Richard J. Hyde El Sch	221
Total	**4,035**

Food PGM Participation Code	# of Records
F	1,094
N	2,872
R	69
Total	**4,035**

Race/Ethnicity	# of Records
1	5
10	1
3	228
4	315
5	3,008
6	258
9	220
Total	**4,035**

Challenge Type	# of Records
2121	81
2123	13
2124	27
2125	5
2127	29
2128	221
2129	127
2130	2
2131	1
2132	141
(blank)	3,388
Total	**4,035**

EL Status	# of Records
Current EL LIFE	7
Current EL not LIFE	206
Former EL Exited and in 1st year of monitoring	11
Former EL Exited and in 2nd year of monitoring	9
Former EL Exited and in 3rd year of monitoring	6
Former EL Exited and in 4th year of monitoring	6
Former EL Exited and no longer monitored	11
Never EL	3,779
Total	**4,035**

Special Ed Status	# of Records
E	4
N	3,388
Y	643
Total	**4,035**

LIEP Type	# of Records
EL Specific English-only	201
Parental refusal-mixed classes with English-only support	12
(blank)	3,822
Total	**4,035**

Economic Disadvantaged Status Code	# of Records
N	2,998
Y	1,037
Total	**4,035**

IMPORTANT! PLEASE READ CAREFULLY, COMPLETE AND SIGN

The District acknowledges by signature below that the above numbers accurately reflect the enrollment of the District as of the annual fall reporting date. In addition, the District represents that the fields included with the file, as listed above, are the only fields necessary to identify any students the District deems important for all anticipated types of boundary planning and analysis. Davis Demographics will be basing its project work on this file. If errors are later found to exist in the file or if important fields are not included, additional fees may be required by Davis Demographics to correct any inaccuracies and the project timeline may need to be extended.

K Prevost — Signature
12-1-2022 — Date
Kimberly Prevost — Printed Name
Director of Data + Analysis — Title

We will proceed with this file once this form has been returned signed. Time is of the essence, but accuracy is more important. Please contact us with any questions ASAP. Thank you!

DAVIS DEMOGRAPHICS

Student Data Verification Form
Historical SY 2021 - 2022

District: Moon Area School District
To: Kim Prevost
Email: kprevost@moonarea.net

From: Analisa Garcia
Email: angarcia@davisdemographics.com

Date Received
9/14/2022
Date Processed
9/14/2022
Initial | Date of Data (Fall Snapshot)
File Name
Student_Snapshot_Template_Details_Oct2021
Student Records
3,997
Valid Address Fields
3,997
*PO Boxes
0
*Invalid/Empty Address Fields
0

*Will not be geocoded

Data Fields in File:
The following fields are included in the file. If additional fields are necessary to correctly identify students in various categories or programs for boundary planning or other types of analysis deemed important by the District, immediately notify Davis Demographics and send a new complete student data file with the added fields. PLEASE SEND A LIST OF VALUES (Data Dictionary) FOR EACH FIELD.
SCHOOL NUMBER
SCHOOL NUMBER OF RESIDENCE
Transfer Code
SCHOOL NAME
PASECUREID
ADDRESS 1
ADDRESS 2
GRADE
CITY
STATE CODE
ZIP
RACE / ETHNICITY
FOOD PGM PARTICIPATION CODE
CHALLENGE TYPE
EL STATUS CODE
EL STATUS
LIEP TYPE
LIEP TYPE DESCRIPTION
SPECIAL ED STATUS
ECONOMIC DISADVANTAGED STATUS CODE

Attribute Details

Grade	# of Records
001	322
002	346
003	300
004	306
005	309
006	287
007	294
008	318
009	311
010	324
011	278
012	286
KSF	316
Total	3,997

Food PGM Participation Code	# of Records
F	1,013
N	2,937
R	47
Total	3,997

Challenge Type	# of Records
2121	75
2123	9
2124	25
2125	7
2126	1
2127	31
2128	201
2129	143
2130	2
2131	1
2132	132
(blank)	3,370
Total	3,997

Special Ed Status	# of Records
E	2
N	3,370
Y	625
Total	3,997

School Name	# of Records
Bon Meade El Sch	574
J H Brooks El Sch	391
J.A. Allard El Sch	218
McCormick El Sch	198
Moon Area Lower MS	593
Moon Area SD	21
Moon Area Upper MS	609
Moon SHS	1,186
Richard J. Hyde El Sch	207
Total	3,997

Race/Ethnicity	# of Records
1	6
3	205
4	291
5	3,013
6	254
9	228
Total	3,997

EL Status	# of Records
Current EL LIFE	3
Current EL not LIFE	171
Former EL Exited and in 1st year of monitoring	8
Former EL Exited and in 2nd year of monitoring	8
Former EL Exited and in 3rd year of monitoring	6
Former EL Exited and in 4th year of monitoring	5
Former EL Exited and no longer monitored	8
Never EL	3,788
Total	3,997

LIEP Type	# of Records
EL Specific English-only	162
Parental refusal mixed classes with English-only support	12
(blank)	3,823
Total	3,997

Economic Disadvantaged Status Code	# of Records
N	3,054
Y	943
Total	3,997

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Signature — Date: 9/29/22

Kimberly Prevost — Printed Name

Director of Data + Analysis — Title

We will proceed with this file once this form has been returned signed. Time is of the essence, but accuracy is more important. Please contact us with any questions ASAP. Thank you!

DAVIS DEMOGRAPHICS

Student Data Verification Form
Historical Data SY 2020 - 2021

District: Moon Area School District
To: Kim Prevost
Email: kprevost@moonarea.net

From: Analisa Garcia
Email: angarcia@davisdemographics.com

Date Received	
9/14/2022	
Date Processed	
9/15/2022	
Initial	Date of Data (Fall Snapshot)
File Name	
Student_Snapshot_Template_Details_Oct2020	
Student Records	
3,951	
Valid Address Fields	
3,951	
*PO Boxes	
0	
*Invalid/Empty Address Fields	
0	

*Will not be geocoded

Data Fields in File:
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SCHOOL NUMBER
SCHOOL NUMBER OF RESIDENCE
Transfer Code
SCHOOL NAME
PASECUREID
ADDRESS 1
ADDRESS 2
GRADE
CITY
STATE CODE
ZIP
RACE / ETHNICITY
FOOD PGM PARTICIPATION CODE
CHALLENGE TYPE
EL STATUS CODE
EL STATUS
LIEP TYPE
LIEP TYPE DESCRIPTION
SPECIAL ED STATUS
ECONOMIC DISADVANTAGED STATUS CODE

Attribute Details

Grade	# of Records
001	351
002	291
003	298
004	297
005	283
006	294
007	300
008	317
009	330
010	290
011	292
012	302
K5F	306
Total	3,951

School Name	# of Records
Bon Meade El Sch	576
J H Brooks El Sch	368
J.A. Allard El Sch	210
McCormick El Sch	190
Moon Area Lower MS	575
Moon Area SD	20
Moon Area Upper MS	612
Moon SHS	1,204
Richard J. Hyde El Sch	196
Total	3,951

Food PGM Participation Code	# of Records
F	1,117
N	2,785
R	49
Total	3,951

Race/Ethnicity	# of Records
1	3
10	1
3	208
4	260
5	3,021
6	240
9	218
Total	3,951

Challenge Type	# of Records
2121	75
2123	12
2124	24
2125	9
2126	2
2127	30
2128	205
2129	192
2130	4
2131	1
2132	119
(blank)	3,278
Total	3,951

EL Status	# of Records
Current EL LIFE	4
Current EL not LIFE	135
Former EL Exited and in 1st year of monitoring	9
Former EL Exited and in 2nd year of monitoring	6
Former EL Exited and in 3rd year of monitoring	7
Former EL Exited and in 4th year of monitoring	2
Former EL Exited and no longer monitored	8
Never EL	3,780
Total	3,951

Special Ed Status	# of Records
E	50
N	3,278
Y	623
Total	3,951

LIEP Type Description	# of Records
EL Specific English-only	135
Parental refusal-mixed classes with English-only support	4
(blank)	3,812
Total	3,951

Economic Disadvantaged Status Code	# of Records
N	3,041
Y	910
Total	3,951

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Signature — Date: 9/29/22

Printed Name: Kimberly Prevost — Title: Dir of Data + Analysis

We will proceed with this file once this form has been returned signed. Time is of the essence, but accuracy is more important. Please contact us with any questions ASAP. Thank you!

DAVIS DEMOGRAPHICS

Student Data Verification Form
Historical Data SY 2019 - 2020

District: Moon Area School District
To: Kim Prevost
Email: kprevost@moonarea.net

From: Analisa Garcia
Email: angarcia@davisdemographics.com

Date Received
9/14/2022
Date Processed
9/15/2022
Initial | Date of Data (Fall Snapshot)
File Name
Student_Snapshot_Template_Details_Oct2019
Student Records
3,953
Valid Address Fields
3,953
*PO Boxes
0
*Invalid/Empty Address Fields
0

*Will not be geocoded

Data Fields In File:

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- SCHOOL NUMBER
- SCHOOL NUMBER OF RESIDENCE
- Transfer Code
- SCHOOL NAME
- PASECURRID
- ADDRESS 1
- ADDRESS 2
- GRADE
- HOME ROOM
- BIRTH DATE
- GENDER
- CITY
- STATE CODE
- ZIP
- RACE / ETHNICITY
- FOOD PGM PARTICIPATION CODE
- CHALLENGE TYPE
- EL STATUS CODE
- EL STATUS
- LIEP TYPE
- LIEP TYPE DESCRIPTION
- SPECIAL ED STATUS
- ECONOMIC DISADVANTAGED STATUS CODE

Attribute Details

Grade	# of Records
001	296
002	306
003	307
004	280
005	291
006	298
007	317
008	310
009	302
010	299
011	299
012	291
K5F	357
Total	3,953

School Name	# of Records
Bon Meade El Sch	563
J H Brooks El Sch	367
J.A. Allard El Sch	209
McCormick El Sch	208
Moon Area Lower MS	586
Moon Area SD	19
Moon Area Upper MS	626
Moon SHS	1,178
Richard J. Hyde El Sch	197
Total	3,953

Food PGM Participation Code	# of Records
F	1,099
N	2,758
R	96
Total	3,953

Race/Ethnicity	# of Records
1	4
10	1
3	190
4	251
5	3,070
6	230
9	207
Total	3,953

Challenge Type	# of Records
2121	73
2123	11
2124	22
2125	7
2126	1
2127	28
2128	213
2129	195
2130	3
2131	2
2132	110
(blank)	3,288
Total	3,953

EL Status	# of Records
Current EL not LIFE	116
Former EL Exited and in 1st year of monitoring	10
Former EL Exited and in 2nd year of monitoring	6
Former EL Exited and in 3rd year of monitoring	2
Former EL Exited and in 4th year of monitoring	2
Former EL Exited and no longer monitored	8
Never EL	3,809
Total	3,953

LIEP Type Description	# of Records
EL Specific English-only	110
Parental refusal-mixed classes with English-only support	6
(blank)	3,837
Total	3,953

Special Ed Status	# of Records
E	51
N	3,288
Y	614
Total	3,953

Economic Disadvantaged Status Code	# of Records
N	2,995
Y	958
Total	3,953

IMPORTANT! PLEASE READ CAREFULLY, COMPLETE AND SIGN

The District acknowledges by signature below that the above numbers accurately reflect the enrollment of the District as of the annual fall reporting date. In addition, the District represents that the fields included with the file, as listed above, are the only fields necessary to identify any students the District deems important for all anticipated types of boundary planning and analysis. Davis Demographics will be basing its project work on this file. If errors are later found to exist in the file or if important fields are not included, additional fees may be required by Davis Demographics to correct any inaccuracies and the project timeline may need to be extended.

Signature — Date: 9/29/22

Kimberly Prevost — Printed Name

Dir of Data + Analysis — Title

We will proceed with this file once this form has been returned signed. Time is of the essence, but accuracy is more important. Please contact us with any questions ASAP. Thank you!

DAVIS DEMOGRAPHICS

Student Data Verification Form
Historical Data SY 2018 - 2019

District: Moon Area School District
To: Kim Prevost
Email: kprevost@moonarea.net

From: Analisa Garcia
Email: angarcia@davisdemographics.com

Date Received	
9/14/2022	
Date Processed	
9/15/2022	
Initial	Date of Data (Fall Snapshot)
File Name	
Student_Snapshot_Template_Details_2018	
Student Records	
3,851	
Valid Address Fields	
3,851	
*PO Boxes	
0	
*Invalid/Empty Address Fields	
0	

*Will not be geocoded

Data Fields in File:
The following fields are included in the file. If additional fields are necessary to correctly identify students in various categories or programs for boundary planning or other types of analysis deemed important by the District, immediately notify Davis Demographics and send a new complete student data file with the added fields. PLEASE SEND A LIST OF VALUES (Data Dictionary) FOR EACH FIELD.
SCHOOL NUMBER
SCHOOL NUMBER OF RESIDENCE
Transfer Code
SCHOOL NAME
PASECURERID
ADDRESS 1
ADDRESS 2
GRADE
CITY
STATE CODE
ZIP
RACE / ETHNICITY
FOOD PGM PARTICIPATION CODE
CHALLENGE TYPE
EL STATUS CODE
EL STATUS
LIEP TYPE
LIEP TYPE DESCRIPTION
SPECIAL ED STATUS
ECONOMIC DISADVANTAGED STATUS CODE

Attribute Details

Grade	# of Records
001	314
002	305
003	264
004	287
005	293
006	317
007	302
008	276
009	300
010	309
011	286
012	311
K5F	287
Total	3,851

School Name	# of Records
Bon Meade El Sch	537
J H Brooks El Sch	335
J.A. Allard El Sch	200
McCormick El Sch	206
Moon Area Lower MS	608
Moon Area SD	23
Moon Area Upper MS	575
Moon SHS	1,193
Richard J. Hyde El Sch	174
Total	3,851

Food PGM Participation Code	# of Records
F	1,025
N	2,753
R	73
Total	3,851

Race/Ethnicity	# of Records
1	3
10	1
3	194
4	213
5	3,021
6	213
9	206
Total	3,851

Challenge Type	# of Records
2121	71
2123	8
2124	19
2125	5
2126	1
2127	31
2128	204
2129	172
2130	3
2131	2
2132	101
(blank)	3,234
Total	3,851

EL Status	# of Records
Current EL LIFE	3
Current EL not LIFE	91
Former EL Exited and in 1st year of monitoring	7
Former EL Exited and in 2nd year of monitoring	2
Former EL Exited and in 3rd year of monitoring	3
Former EL Exited and in 4th year of monitoring	4
Former EL Exited and no longer monitored	13
Never EL	3,728
Total	3,851

Special Ed Status	# of Records
E	59
N	3,234
Y	558
Total	3,851

LIEP Type Description	# of Records
EL Specific English-only	91
Parental refusal-mixed classes with English-only support	3
(blank)	3,757
Total	3,851

Economic Disadvantaged Status Code	# of Records
N	2,977
Y	874
Total	3,851

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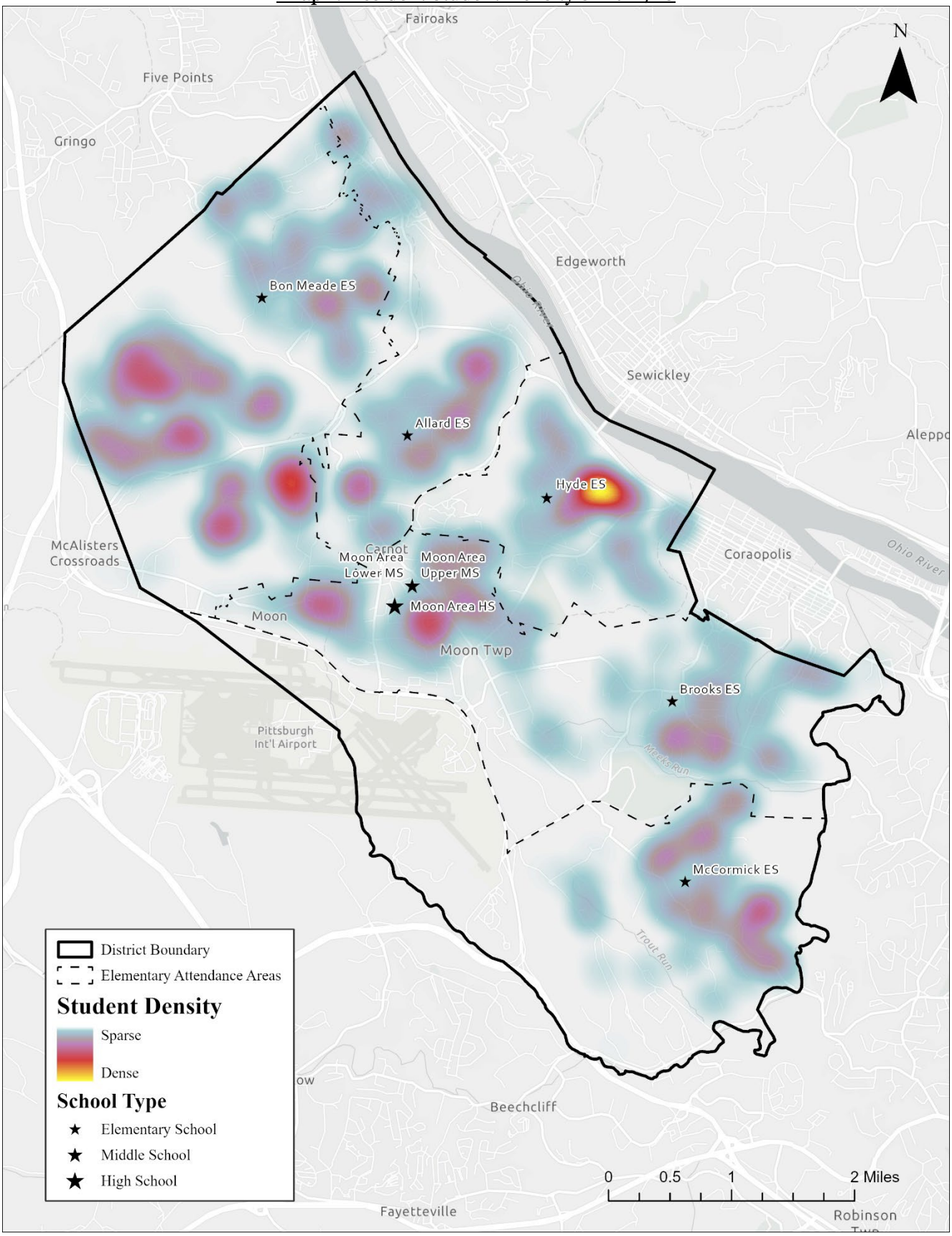
Signature — Date: 9/29/22

Kimberly Prevost — Director of Data & Analysis

Printed Name — Title

We will proceed with this file once this form has been returned signed. Time is of the essence, but accuracy is more important. Please contact us with any questions ASAP. Thank you!

Map 1: Resident Student Density SY2022/23



5) Planned Residential Development

Residential development data was obtained through discussions with the local municipalities. Davis Demographics researched possible new developments that could impact future student counts and reviewed the information with MASD staff. This data includes the development name, location, housing type, and total number of units within the development. The planned residential development information is subject to changes in the marketplace; therefore this data should be reevaluated annually. Davis Demographics and MASD monitored projects closely during this study. A dashboard was created to share information.

Data Used for Variables

Three sets of data were compiled and reviewed for use in the ten-year student population forecasts by residence:

1. Births by Municipality
2. Mobility Factors
3. Student Yield Factors

1) Births by Municipality

Birth data by municipality (correlated to the boundaries) was obtained through the State of Pennsylvania Department of Health. Past changes in historical birth rates are used to estimate the future incoming kindergarten student population from existing housing.

2) Mobility Factors

Mobility refers to the increase or decrease in the movement of students within and out of the district boundary. Mobility, which is essentially a modified cohort, is applied as a percentage of increase/decrease among each grade for every year of the forecasts.

3) Student Yield Factors (SYFs)

Student Yield Factors (sometimes referred to as "Student Generation Rates") are used to determine the possible impact on enrollment that can result from forecasted residential construction. Davis conducted an extensive review of existing housing types for use in student generations.

Ten-Year Forecast Methodology

The forecast methodology used in this study combines historic student population counts, past and present demographic characteristics, and planned residential development to forecast future student populations at the study-area level. District-wide forecasts are summarized from the individual study area forecasts. **These forecasts are based on where the students reside and where they are assigned to attend school. To provide the most accurate estimate of where future school facilities may be needed, Davis Demographics uses the location of where the students reside as opposed to their school of enrollment.** The best way to plan for future student population shifts is to know where the next group of students will be living. The following paragraphs detail the methodology used in preparing the student population forecasts by residence.

Ten-Year Forecasts

Projections are calculated ten years from the date of the forecast for several reasons. The planning horizon for any type of facility is typically no less than five years, often longer. Ten years is usually enough to adequately plan for any new facility. Forecasts beyond ten years are based on speculation due to the lack of reliable information on birth rates, new home construction, and economic conditions.

Why Forecasts are Calculated by Residence

Typically, district-generated forecasts are based on school enrollments and are forecasted for staffing and budgetary needs. However, this method is often inadequate for long-range planning needs, such as the location of future school facilities, because the location of the students is not taken into consideration. A school's enrollment can fluctuate annually not only due to population trends but also due to variables in the curriculum, program changes, school administration, and open-enrollment policies. These variables can skew the apparent need for new or additional facilities in an area.

The method used by Davis Demographics is unique because it modifies a standard cohort forecast with demographic factors and student residential location. **Davis Demographics bases its forecasts on the belief that school facility planning is more accurate when facilities are located where the greatest number of students reside.**

The best way to plan for facility requirements is to know where the next group of students will be residing. The following details the methodology used in preparing the student population forecasts.

Forecast Variables

For each year of the forecasts, 12th-grade students graduate, and continuing students' progress through to the next grade level. This normal progression of students is modified by the factors below.

Incoming Kindergarten

Davis Demographics uses the birth data correlating to the district boundary and applies the data accordingly. The assumption underlying the use of birth statistics from year to year is that increases or decreases in the number of births in the area will translate to increases or decreases in future kindergarten enrollment. For example, the SY2022 kindergarten class in MASD was born five years previous in 2017. Any subsequent changes in births in 2018 compared to 2017 and 2019 to 2017, etc. would result in similar increases or decreases in future kindergarten class sizes.

Incoming kindergarten classes for existing homes are estimated by comparing changes in past births in the area. Davis Demographics assumes the current kindergarten class was born five years prior in 2017. Future incoming kindergarten classes are estimated by comparing the number of births in 2017 to the number of births in 2018 through 2019. Davis Demographics compared the total births in 2017 to the total births in 2018 to determine a factor for next year's kindergarten class (SY2023-24). The 2017 births were compared to 2019 (SY2024-25 K class), 2017 to 2020 (SY2025-26 K class), and on.

Table 3: Birth Factors

Births by Municipality					Birth Rate		
Birth Year (Jan-Dec)	**Kinder Year (Sept-Aug)**	**Crescent Township**	**Moon Township**	**Total**	**% Change***	**Birthrate Used in Forecast**	**School Year**
2011	**2016**	23	263	**286**	93.5%		2016/17
2012	**2017**	28	247	**275**	89.9%		2017/18
2013	**2018**	14	282	**296**	96.7%		2018/19
2014	**2019**	20	272	**292**	95.4%		2019/20
2015	**2020**	27	288	**315**	102.9%		2020/21
2016	**2021**	26	273	**299**	97.7%		2021/22
2017	**2022**	13	293	**306**	Base Year		2022/23
2018	**2023**	18	298	**316**	103.3%	**1.033**	2023/24
2019	**2024**	23	267	**290**	94.8%	**0.948**	2024/25
2020	**2025**	31	262	**293**	95.8%	**0.958**	2025/26
2021	**2026**	Birth data was not available at the time of the study.			97.9%	**0.979**	2026/27
2022	**2027**				96.2%	**0.962**	2027/28
2023	**2028**				96.6%	**0.966**	2028/29
2024	**2029**				96.9%	**0.969**	2029/30
2025	**2030**				96.6%	**0.966**	2030/31
2026	**2031**				96.7%	**0.967**	2031/32
2027	**2032**				96.6%	**0.966**	2032/33

** % Change refers to the change in total births for each year compared to the base year.*

Source: Pennsylvania Department of Health - Municipality Statistics - Resident live births by age of mother

Davis Demographics collected birth data for the district and listed the live birth counts from 2011 through 2020.

1. To calculate the birth rates that would be used to determine the incoming kindergarten class for SY2023-24, Davis Demographics compared the BY2018 live birth counts (representing the future SY2023-24 K class) and compared it to the BY2017 counts.
2. Since the future students representing SY2026-27 through SY2032-33 (BY2021 to BY2027 births) are not yet born, Davis Demographics had to take certain steps to determine the birth factors used for SY2026 through SY2031. Davis Demographics used a linear trend model of the previous three years of birth rates to create the last seven years of birth rates. This was done to avoid over under-projecting the number of new kindergarteners in the final years of the forecast and is a very common practice.

Student Mobility Factors

Student mobility factors further refine the ten-year student population forecasts. Mobility refers to the increase or decrease in the movement of students within and out of the district boundary (move-in/move-out of students from existing housing). Mobility factors consider apartment movement within the district, housing resales, foreclosures, movement out of the district, and high school dropout rates. Mobility, like a cohort, is applied as a percentage of increase/decrease to each grade for every year of the forecasts.

A net increase or decrease of zero students over time is represented by a factor of **1.000** or a 100% pass-through rate. A net student loss is represented by a factor less than 1.000 (such as **.97** or a -3% net loss) and a net gain by a factor greater than **1.000** (such as **1.07** or a 7% net increase).

How is Mobility applied?

		100	Kindergarten students in SY2021-22
Example:	X	1.01	(Allard ES 1st-grade mobility)
	=	101	1st-grade students in SY2022-23

Table 4: Mobility

Attendance Area	K to 1	1 to 2	2 to 3	3 to 4	4 to 5	5 to 6	6 to 7	7 to 8	8 to 9	9 to 10	10 to 11	11 to 12
Allard ES	1.01	0.91	0.88	1.04	0.98	1.12	1.03	0.96	1.03	0.96	1.00	1.00
Bon Meade ES	1.01	1.00	1.00	0.98	0.99	1.02	0.99	1.02	1.02	0.97	0.97	1.03
Brooks ES	0.99	1.00	1.04	0.96	1.07	1.01	1.00	1.01	1.13	0.97	0.98	0.98
Hyde ES	1.05	1.00	1.10	1.05	1.00	0.95	1.01	1.05	0.99	0.87	1.03	0.93
McCormick ES	1.11	0.98	0.95	0.97	1.02	1.02	1.02	1.03	0.96	0.99	0.99	1.02

Student Yield Factors (SYF)

The Student Yield Factors, when applied to planned residential development units, determine how many additional students will be generated from new construction within the district.

Two sets of data are required to calculate Student Yield Factors: a current student file (provided by MASD) and current housing unit data (provided by the Allegheny County GIS. The geocoded student data file is overlaid with the housing data to determine how many students reside in each housing type. This allows Davis Demographics to associate each student with a specific housing unit.

Before the SYFs can be calculated from the current housing stock, the year of construction for each housing type must be determined. In general, new housing attracts families with elementary-school-aged children. Over the following 12 to 15 years, the children grow older and pass through the grades. A portion of those families, now without school-aged children, will then relocate and the cycle is then repeated throughout the life of the home. Identifying the year of construction and the number of current resident students in recently built housing units assists in estimating the number of new students generated from future residential development.

The district can expect approximately 41 students for every 100 single-family detached homes built within the district boundary.

Table 5: Student Yield Factors

Grade	Single Family Detached		Single Family Attached		Apartments		Multi-Family Attached	
	7,995 Units		1,508 Units		77 Units		455 Units	
	Students	Factor	Students	Factor	Students	Factor	Students	Factor
K-4	1,303	0.163	77	0.051	2	0.026	83	0.182
5-6	509	0.064	23	0.015	1	0.013	35	0.077
7-8	472	0.059	32	0.021	3	0.039	31	0.068
9-12	1,051	0.131	49	0.032	1	0.013	57	0.125
K-12	**3,335**	**0.417**	**181**	**0.120**	**7**	**0.091**	**206**	**0.453**

Planned Residential Development

Closely related to the Student Yield Factors are planned residential development units. Planned residential development data is collected to determine the number of new residential units that will be built over the time frame of the student population forecasts. Davis Demographics was provided information from city planning departments as well as project developers regarding planned or active construction. Currently, there are 1,153 active or future units expected in the district over the next ten years. Of those, 270 are single-family detached units, 547 are single-family attached units, and 336 are apartment units. Development classified as "future," while included in the forecast results, is subject to change. These units are typically added to the end of the ten-year study.

Table 6: Resident Development Listing

Map ID#	Project	Developer	Total Units	Units Applied in Forecast	Type	Status
Allard ES						
4	River Ridge	Montclair Development	88	84	SFA	Future
2	Elk Ridge	Elk Ridge Development LP	103	103	SFA	Future
Bon Meade ES						
5	Rolling Hills	DRB Homes	78	50	SFA	Active
1	Cimarron Community	Maronda Homes	15	15	SFD	Active
6	Rubenstein	Montclair Development	272	100	SFD	Future
7	Victoria Ridge	Maronda Homes	40	40	SFD	Future
Brooks ES						
13	Wiltshire Estates	Maronda Homes	39	17	SFA	Active
McCormick ES						
8	Village at Marketplace (Ph 1 SFD)	Heartland Homes	17	17	SFD	Active
12	Village at Marketplace (Ph 3)	Heartland Homes	18	18	SFD	Future
3	Prism at Diamond Ridge	Burns Scalo Development	336	336	APT	Active
9	Village at Marketplace (Ph 1 Townhomes)	Heartland Homes	53	23	SFA	Active
10	Village at Marketplace (Ph 2 SFD)	Heartland Homes	80	80	SFD	Future
11	Village at Marketplace (Ph 2 Townhomes	Heartland Homes	270	270	SFA	Future

***Date as of the fall snapshot day 10/03/2022**

Note: Future development has been added to forecast starting in 2027, and based on similar development projects.

SFD=Single Family Detached
SFA= Single Family Attached (Condos/Townhomes)
MFA=Multi Family Attached (Duplex/Triplex)
APT=Apartments

Map 2: Resident Development SY2022/23

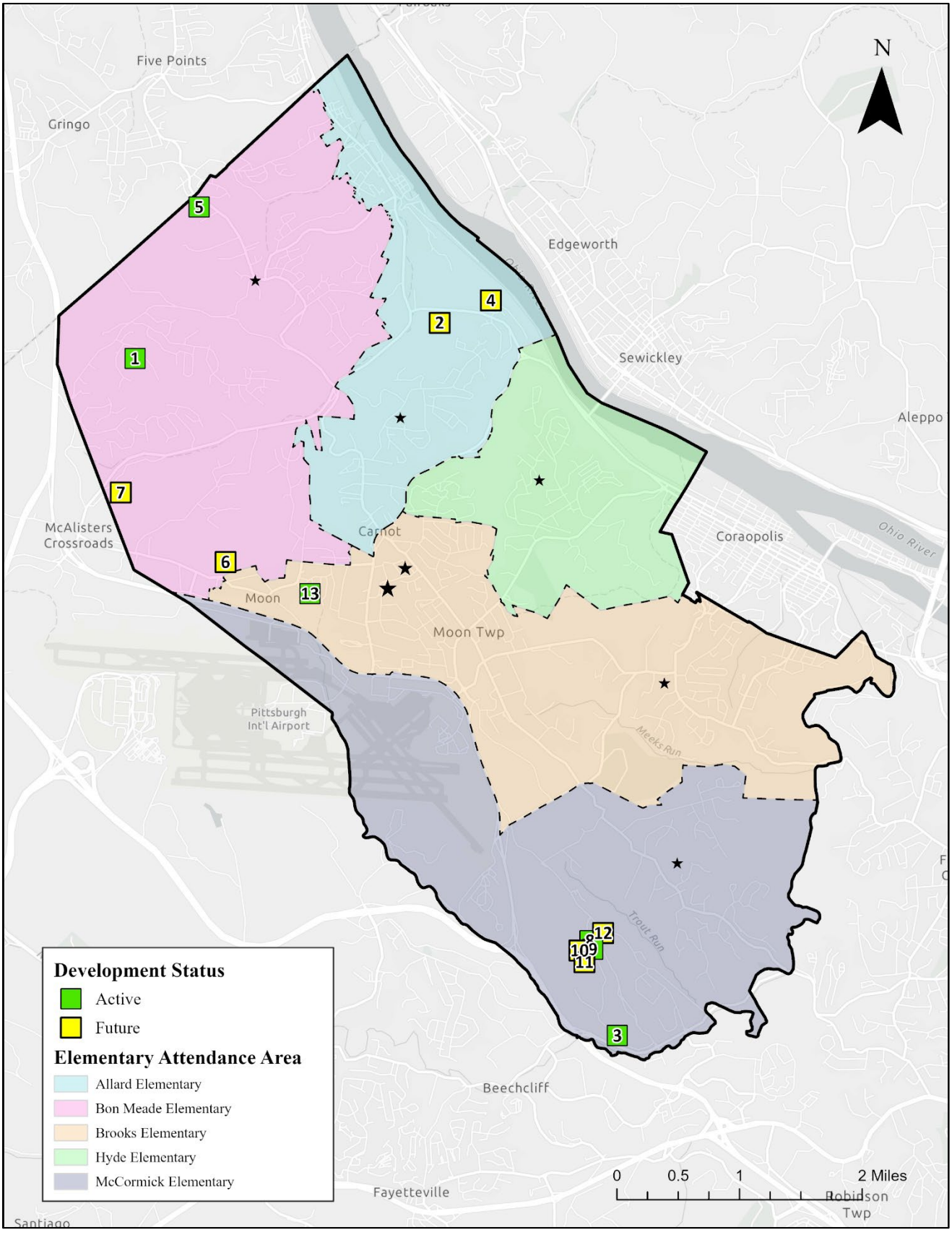
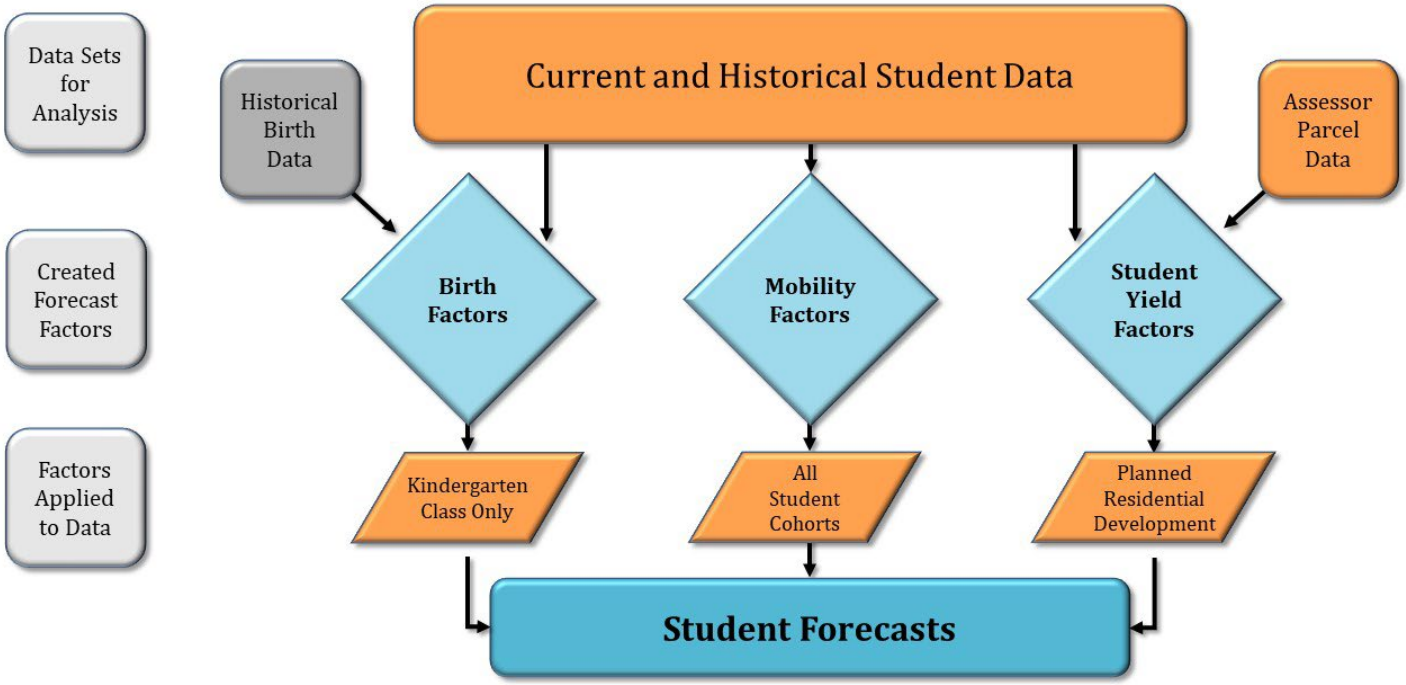


Chart 1: Forecasts by Residence Flowchart



SECTION TWO – ATTENDANCE MATRIX

An attendance matrix has been included to provide a better understanding of where students reside and where they attend school. **Remember, Davis Demographics forecasts are based on where the students reside, not where the student is enrolled. This method allows Davis Demographics to provide the most accurate forecast of where shifts in student population may occur and changes to future facilities (if necessary) should be located**. Because Davis Demographics forecasts are based on where the students reside, the figures we use as a base for each school's resident forecast may be slightly higher or lower than the reported enrollment for each school. The best way to plan for future facilities is to know where the next group of students will be coming from, not necessarily which school they are currently attending.

Attendance matrices act as a "check-and-balance" for student accounting, illustrating where the students reside (School of Residence) based on their geocoded address and which school they attend (School of Attendance) based on the student data provided by the district. It is essential to show how the students used in the forecasts match up to the district's records of enrollment for each school. Furthermore, intra-district transferring patterns can be determined by comparing School of Residence data to the School of Attendance data. The student counts used in the matrix represent MASD's enrollment as of Fall 2022.

READING THE MATRIX

The column headers display the names of each school where the students are enrolled. Row headers display the names of each school with an attendance area. As an example, in the first row of the Elementary School (K-4) Attendance Matrix, were 12 elementary students living in the Allard ES attendance area. Of those 212 elementary students, there are 197 elementary students enrolled in Allard ES. The cells with bold numbers indicate the number of students attending the school to which they are zoned. Continuing down the row, the matrix shows 15 elementary students who reside in the Allard ES attendance zone who have transferred out of Allard ES and are enrolled at another MASD elementary school, identified as 10 student transfers to Bon Meade ES, 5 students transfers to Brooks ES, and 0 student transfers to Hyde ES, McCormick ES, or administrative programs.

At the bottom of each matrix are additional categories for student counts of Resident Student enrollment, Out-of-District Student enrollment, Unmatched Student enrollment, and Total Enrollment. As an example, at Allard ES, there are 207 Resident Students enrolled, 1 Out-of-District Student enrolled, and 0 Unmatched Students for a total enrollment of 208 students.

READING THE ATTENDANCE MATRIX SUMMARY

The rows correlate to every school with an attendance area. Each summarizes the total number of resident students and current student enrollment from the corresponding attendance matrix as well as capacity utilization. For example, the first row of the Elementary School (K-4) Attendance Matrix Summary displays the campus capacity for Allard ES (as provided by the district) as 350 students. There are currently 212 K-4 students that live in Allard ES's attendance zone, and there are currently 208 students enrolled at the school. Should every student that lives in the Allard ES attendance zone attend their designated school, Allard ES's campus utilization would be at 60.6%. However, based on current enrollment, Allard ES's campus utilization is at 59.4%. The two "Resident Student Transfers" columns display the number of students residing within the MASD boundaries that have enrolled at a school for which they do not live in its attendance zone. For Allard ES, there are 10 students currently enrolled at the school who live in another school attendance zone, while 15 students who live within the Allard ES school attendance have transferred out of the school. Additionally, there is 1 student enrolled at Allard ES who lives outside of the MASD boundary, bringing the total number of students who have transferred to Harrison Park ES to 11 students.

Table 7: Elementary School Attendance Matrix

SCHOOL OF ENROLLMENT

SCHOOL OF RESIDENCE: Attendance Area	Count of Moon Area PIMS Reportable Students Living in Attendance Area	Allard ES	Bon Meade ES	Brooks ES	Hyde ES	McCormick ES	Moon Area SD
Allard ES	**212**	**197**	10	5	0	0	0
Bon Meade ES	**581**	3	**575**	3	0	0	0
Brooks ES	**373**	7	4	**352**	10	0	0
Hyde ES	**225**	0	3	10	**211**	0	1
McCormick ES	**190**	0	1	5	0	**184**	**0**
PIMS Reportable Resident Students	**1,581**	**207**	**593**	**375**	**221**	**184**	**1**
Out of District Students	5	1	2	2	0	0	0
Unmatched Students	0	0	0	0	0	0	0
Total Enrollment	**1,586**	**208**	**595**	**377**	**221**	**184**	**1**

Table 8: Elementary School Attendance Matrix Summary

Attendance Area	Campus Capacity	Resident Students	Enrolled Students	Utilization*		Resident Student Transfers		Non-Resident Students In	Net Total Transfers In
				Resident Students	Enrolled Students	Students In	Students Out		
Allard ES	350	212	208	60.6%	59.4%	10	15	1	11
Bon Meade ES	625	581	595	93.0%	95.2%	18	6	2	20
Brooks ES	550	373	377	67.8%	68.5%	23	21	2	25
Hyde ES	350	225	221	64.3%	63.1%	10	14	0	10
McCormick ES	350	190	184	54.3%	52.6%	0	6	0	0

* Utilization is the number of students divided by capacity. The resident student column shows what utilization would be for all resident students who attended their assigned school. The enrolled student's sent column shows the current utilization based on actual students attending.

SECTION THREE – DISTRICT-WIDE STUDENT POPULATION FORECASTS

The student population is forecasted ten years out for each of the study areas, attendance areas, and the entire Moon Area School District (MASD). The district-wide summary enables the district to see a broad overview of future population shifts and what aftereffects may have on existing and future facilities. Each attendance area is summarized to give a local view of population changes and identify variances within the district.

Together, these forecast summaries present the means for identifying the timing of future population shifts and overall facility adjustments needed to accommodate these shifts. Study areas and their forecasted resident students can be shifted between schools to assist in balancing enrollment through boundary changes, grade-level reassignments, or other means identified to better utilize school facilities. Forecasts provided in this report are based on students who live in the district during Fall 2022. MASD should continue to update development information and student forecasting annually to help track trends within the district student population.

District-Wide Student Forecast Trends

The basic units in the forecasts are the individual study areas. There is currently a total of 96 study areas in the Moon Area School District. The current attendance areas are made up of specific study areas. The entire district Summary is simply the compilation of all of the study areas. For each study area, the student counts are forecasted over ten years (Current: SY2022-23; forecasted: SY2023-24 through SY2032-33). The district-wide K-12 forecasts can be found on page 21 and a chart depicting the district's current enrollment and its next forecasted ten years is on page 22.

Currently, MASD has a total of 5 elementary, 1 intermediate, 1 middle, and 1 high school comprehensive school sites. In October 2022, the district reported a total enrollment of 1,586 K-4 students, 624 5-6 students, 585 7-8 students, and 1,239 9-12 students, for a total of 4,034 K-12 students enrolled in Moon Area School District. The district is expected to increase over the next seven to eight years, potentially reaching over 4,400 enrolled students by 2027.

MASD elementary grades K-4 are forecasted to exceed 1,600 students next year, where they are likely to remain through most of this study a for couple of years. A population bubble can be seen on the District Summary table, starting kindergarten in 2019.

Grades 5-6 are expected to peak in 2025 with an estimated 700 students before declining slightly. This is due to the 2019 bubble matriculating through.

Grades 7-8 should encounter the same population bubble in 2027. Overall, they will likely stay above 700 students for four or five years.

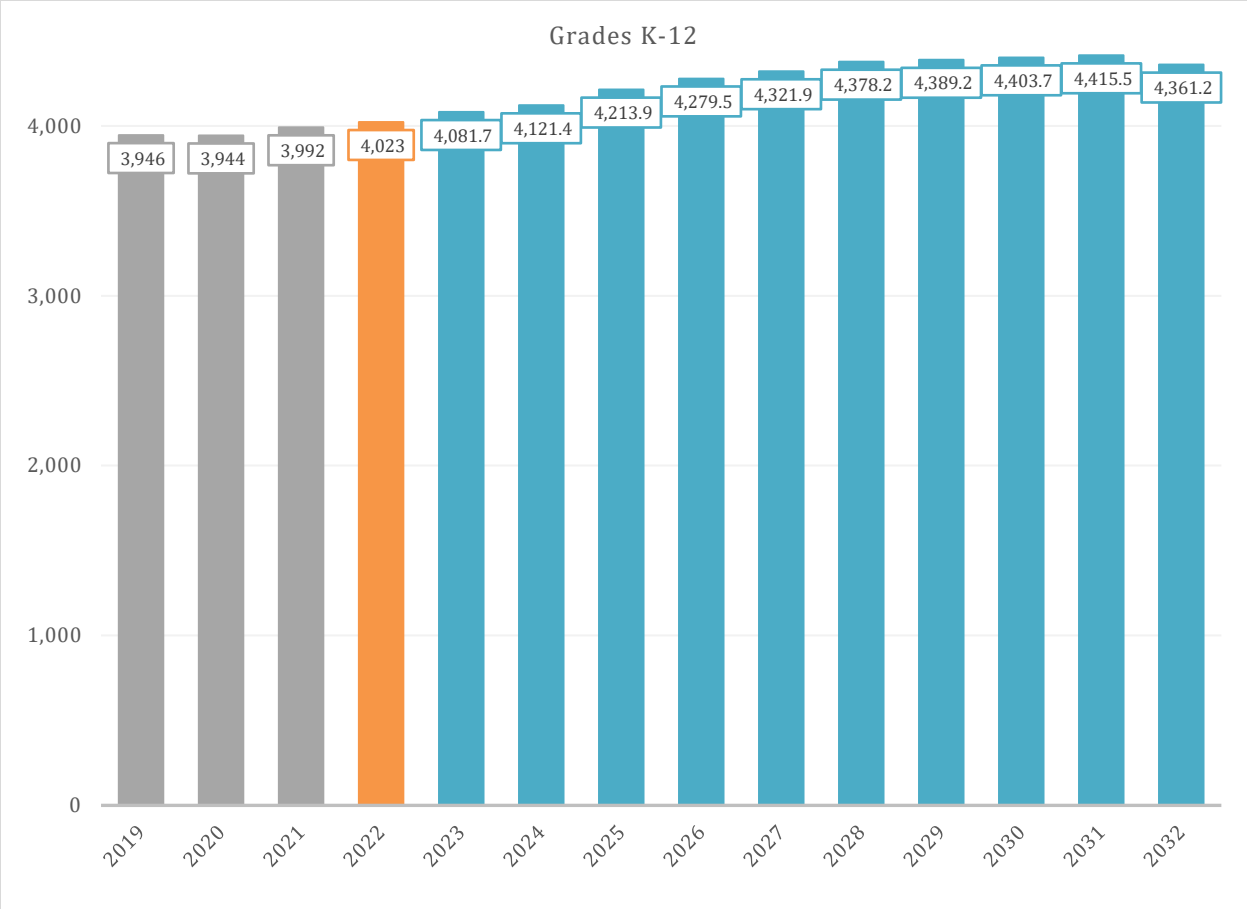
Grades 9-12, except for 2024 and 2032, are expected to experience growth throughout this study. The high school will likely exceed 1,400 students in 2029 or 2030.

The district should continue to maintain residential development research and revisit resident student generations annually to help anticipate forecasted counts after this study.

Table 9: District Summary

Historic Resident Counts				Current	Forecasted Resident Counts									
Grade	**2019**	**2020**	**2021**	**2022**	**2023**	**2024**	**2025**	**2026**	**2027**	**2028**	**2029**	**2030**	**2031**	**2032**
K	**356**	305	315	308	319.1	300.4	308.1	318.0	310.7	313.6	315.0	314.9	315.5	315.4
1	296	351	322	323	315.8	335.0	316.8	324.0	327.8	321.2	323.4	324.8	324.2	324.4
2	306	291	346	316	319.0	317.9	337.0	318.2	319.4	324.1	316.8	318.9	319.8	318.9
3	307	298	299	344	319.0	327.1	325.1	342.8	317.9	320.1	324.2	317.0	318.6	319.2
4	280	297	306	290	341.0	324.5	332.7	330.3	342.0	318.2	319.7	323.8	316.2	317.5
5	290	283	309	302	295.5	354.1	336.9	343.7	335.0	347.8	323.0	324.4	328.0	320.0
6	297	294	287	320	308.9	308.5	370.9	349.3	350.9	344.0	356.3	331.0	332.0	335.3
7	315	299	294	293	322.3	314.1	313.7	376.2	352.2	355.1	347.7	360.0	334.1	334.6
8	310	315	317	292	298.1	330.7	323.1	322.3	382.4	360.8	362.8	354.5	366.5	339.7
9	302	330	310	330	302.6	310.1	344.3	334.5	335.0	398.6	373.1	373.7	365.2	377.2
10	297	290	324	294	316.0	292.0	299.5	331.7	322.3	323.9	385.0	357.9	358.6	349.8
11	299	289	278	334	290.2	314.1	290.5	296.8	328.1	320.1	320.5	380.8	354.5	354.8
12	291	302	285	277	334.2	292.9	315.3	291.7	298.2	330.7	321.7	322.0	382.3	354.4
Resident Student Totals by Grade Configuration														
K-4	1,545	1,542	1,588	1,581	1,613.9	1,604.9	1,619.7	1,633.3	1,617.8	1,597.2	1,599.1	1,599.4	1,594.3	1,595.4
5-6	587	577	596	622	604.4	662.6	707.8	693.0	685.9	691.8	679.3	655.4	660.0	655.3
7-8	625	614	611	585	620.4	644.8	636.8	698.5	734.6	715.9	710.5	714.5	700.6	674.3
9-12	1,189	1,211	1,197	1,235	1,243.0	1,209.1	1,249.6	1,254.7	1,283.6	1,373.3	1,400.3	1,434.4	1,460.6	1,436.2
K-12	3,946	3,944	3,992	4,023	4,081.7	4,121.4	4,213.9	4,279.5	4,321.9	4,378.2	4,389.2	4,403.7	4,415.5	4,361.2
Out-of-District Students														
K-4	4	4	4	5	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.3
5-6	2	0	0	2	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
7-8	2	3	1	0	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5	1.5
9-12	2	3	2	4	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8	2.8
K-12	10	10	7	11	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5	9.5
Total Students*														
K-4	1,549	1,546	1,592	1,586	1,618.2	1,609.2	1,624.0	1,637.6	1,622.1	1,601.5	1,603.4	1,603.7	1,598.6	1,599.7
5-6	589	577	596	624	605.4	663.6	708.8	694.0	686.9	692.8	680.3	656.4	661.0	656.3
7-8	627	617	612	585	621.9	646.3	638.3	700.0	736.1	717.4	712.0	716.0	702.1	675.8
9-12	1,191	1,214	1,199	1,239	1,245.8	1,211.9	1,252.4	1,257.5	1,286.4	1,376.1	1,403.1	1,437.2	1,463.4	1,439.0
K-12	3,956	3,954	3,999	4,034	4,091.2	4,130.9	4,223.4	4,289.0	4,331.4	4,387.7	4,398.7	4,413.2	4,425.0	4,370.7
Annual Change														
K-4 Difference	-3	46	-6	32.2	-9.0	14.8	13.6	-15.5	-20.6	1.9	0.3	-5.1	1.1	
5-6 Difference	-12	19	28	-18.6	58.2	45.2	-14.8	-7.1	5.9	-12.5	-23.9	4.6	-4.7	
7-8 Difference	-10	-5	-27	36.9	24.4	-8.0	61.7	36.1	-18.7	-5.4	4.0	-13.9	-26.3	
9-12 Difference	23	-15	40	6.8	-33.9	40.5	5.1	28.9	89.7	27.0	34.1	26.2	-24.4	
K-12 Difference	-2	45	35	57.2	39.7	92.5	65.6	42.4	56.3	11.0	14.5	11.8	-54.3	
Notes														
***Forecasts based on Moon Area students attending the district schools as of 10/3/22. This study does not include private and parochial students living inside the district.**														

Chart 2: Current and Forecasted Trends SY2022-SY2032



Blue lines are forecasted resident figures for the next ten years.

Chart 3: Net Change by Grade – Five and Ten Years

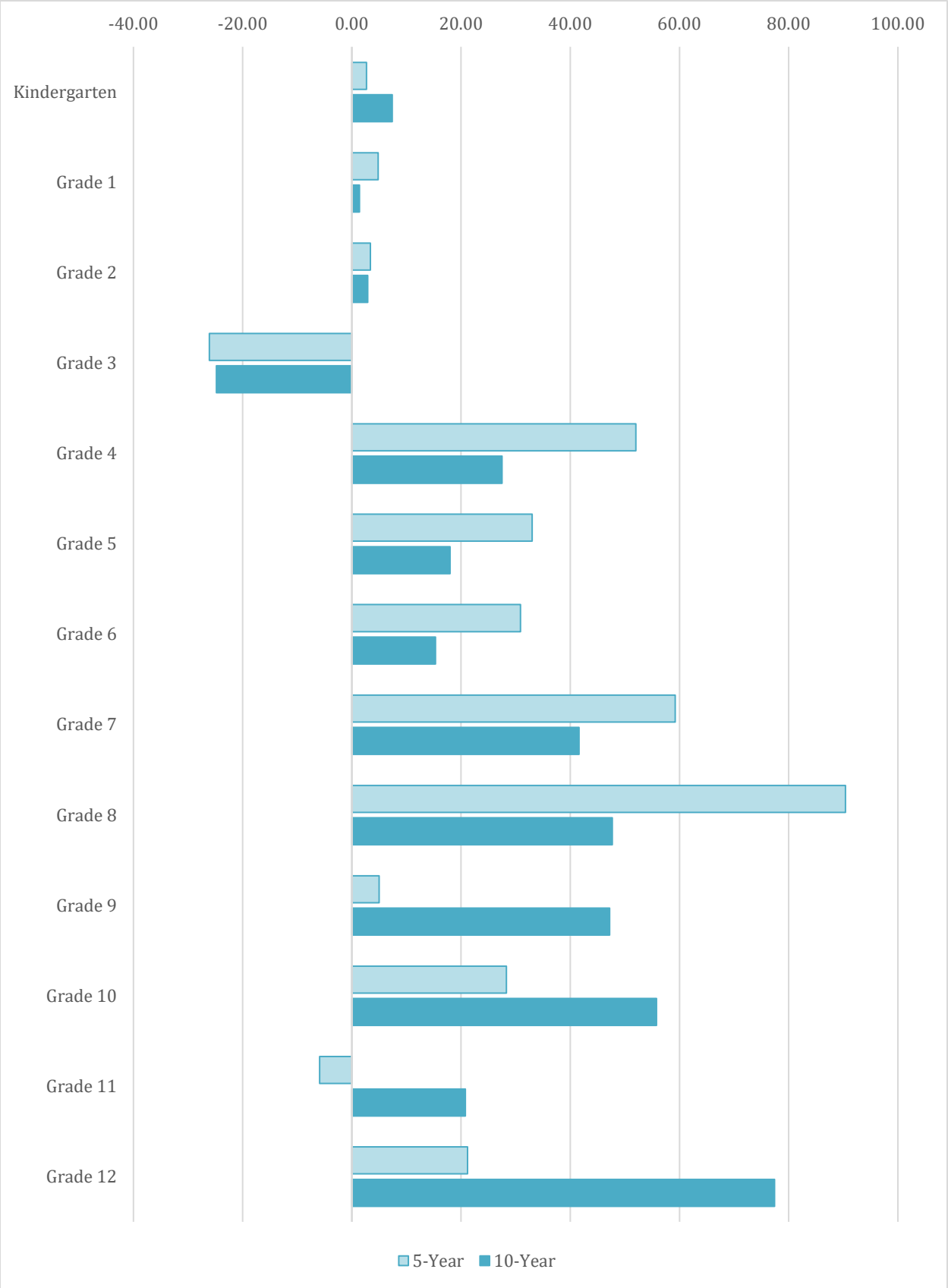
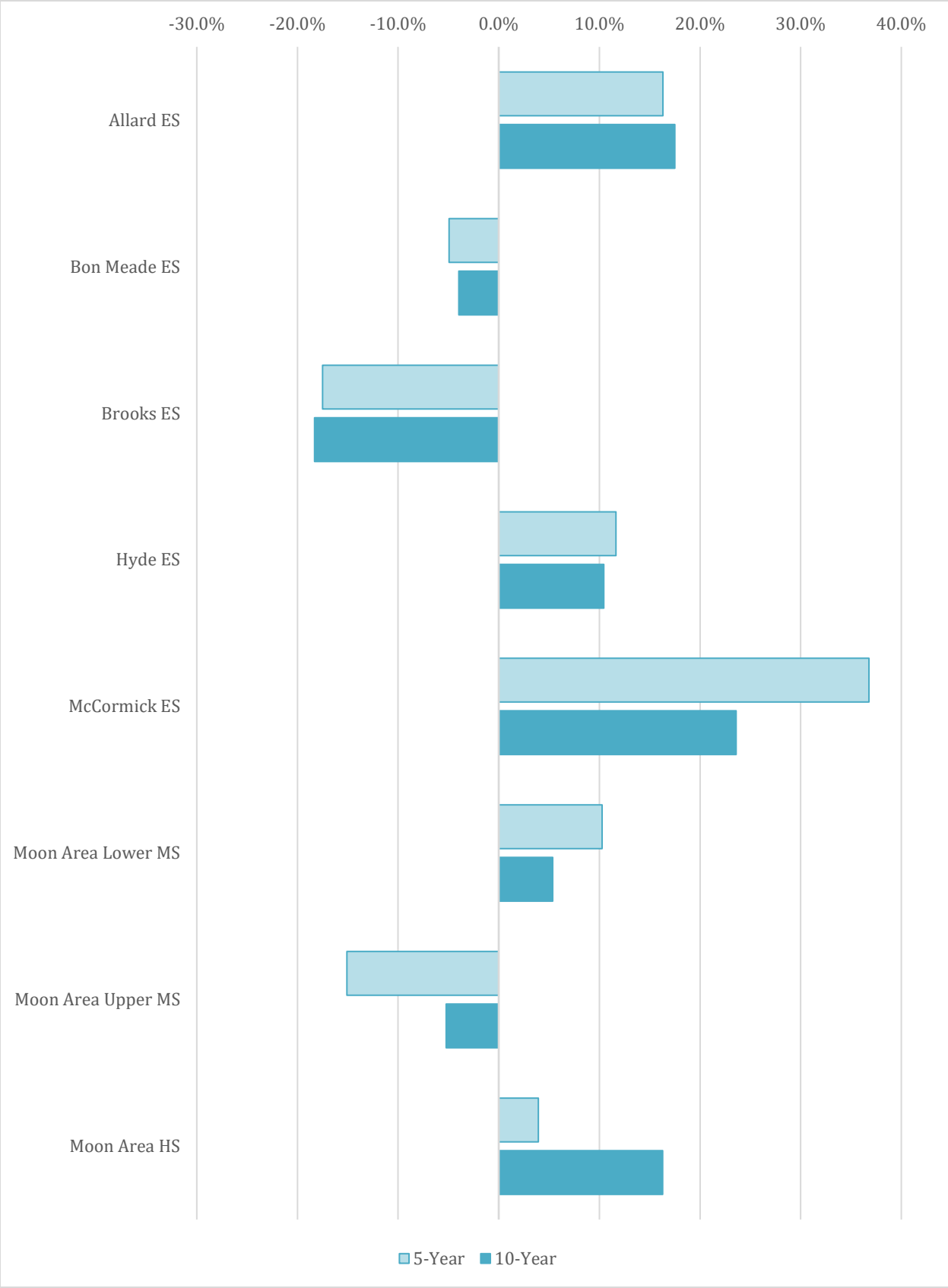


Chart 4: Net of Change Five and Ten Years



SECTION FOUR – ATTENDANCE AREA FORECASTS BY RESIDENCE

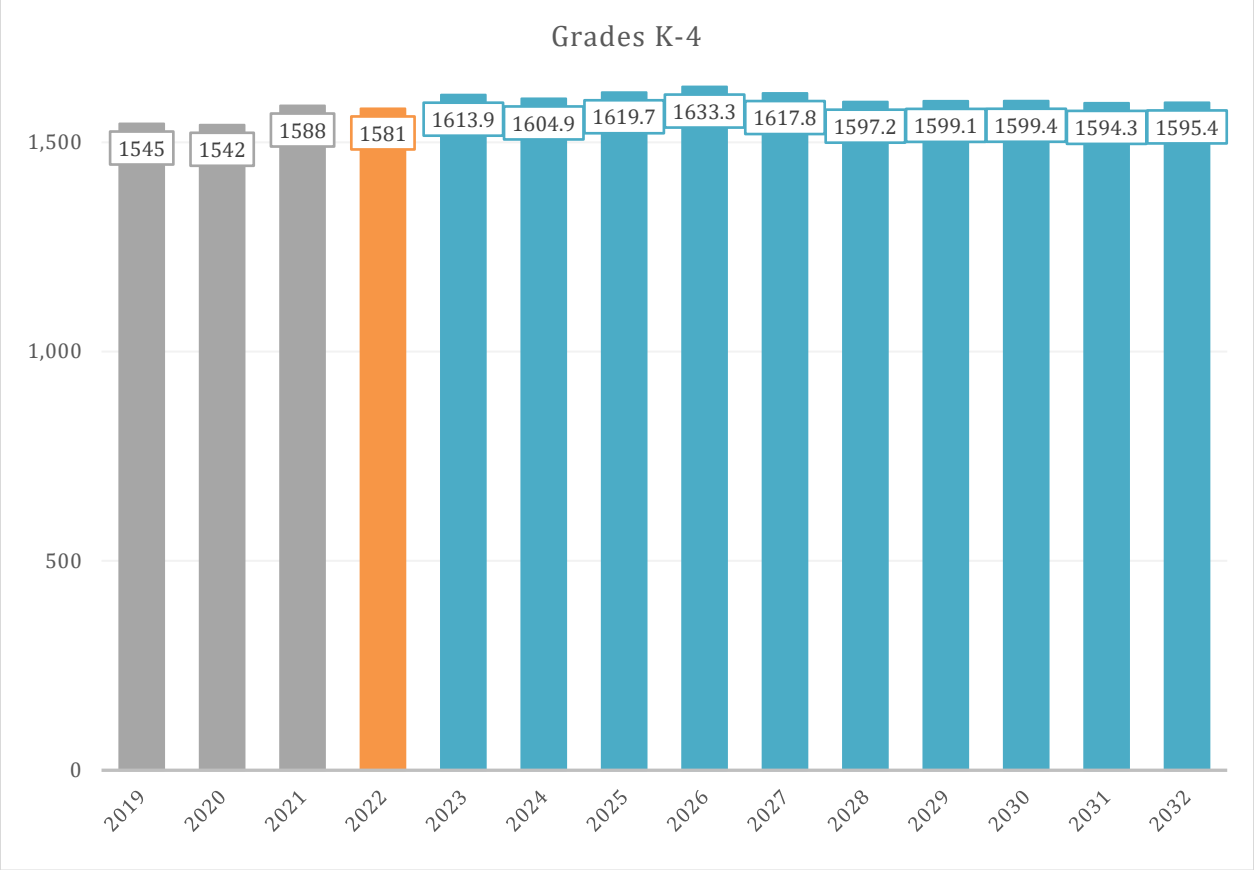
Elementary Attendance Area (K-4) Student Population Forecast Trends

Overall, the elementary resident population in Moon Area School District is expected to remain stable.

Enrollment bubbles in previous kindergarten cohorts are making their way through the grades, specifically kindergarten classes from 2019. However. Birthrates are down, causing smaller future kindergarten cohorts. As larger K-4 class sizes pass into the middle school, populations will decline and then stabilize. In some elementary attendance areas, development and mobility are enough to offset this natural decline.

The district should continue to maintain housing research and maintain student forecasts to determine if these forecasts are an anomaly or the beginning of a trend; the latter would require rezoning efforts to help balance the student population. School rezoning may require immediate attention if current enrollment pressures are affecting the site's learning environment.

Chart 5: Current and Forecasted Resident ES Students



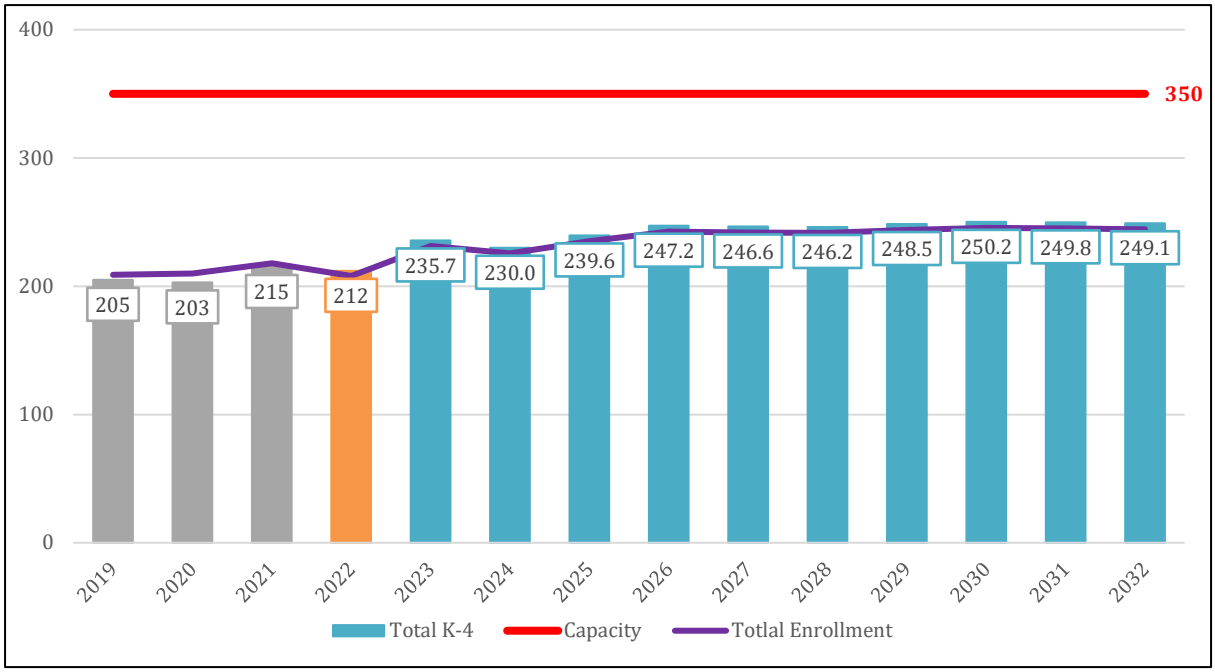
Blue lines are forecasted resident figures for the next ten years.

IMPACTS ON MOON AREA ELEMENTARY SCHOOLS

Tables 10: Elementary School Attendance Area (K-4) Resident Student Forecasts

Allard ES														
Grade	Historic Resident Students			Current	Forecasted Resident Students									
	SY 2019	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030	SY 2031	SY 2032
K	52	41	50	55	56.8	52.1	52.7	53.8	53.1	53.8	54.1	54.2	54.2	54.1
1	35	56	43	45	55.5	57.4	52.7	53.2	54.6	54.2	54.8	55.0	54.9	54.8
2	41	32	54	37	40.9	50.6	52.2	47.9	48.6	50.2	49.7	50.2	50.3	49.9
3	40	34	29	48	32.6	36.0	44.5	46.0	42.3	43.3	44.5	44.1	44.3	44.2
4	37	40	39	27	49.9	33.9	37.5	46.3	48.0	44.7	45.4	46.7	46.1	46.1
Historic Resident Students					Forecasted Resident Students									
Total K-4	205	203	215	212	235.7	230.0	239.6	247.2	246.6	246.2	248.5	250.2	249.8	249.1
Cap.	Historic Enrollment				Forecasted Enrollment									
350	209	210	218	208	231.3	225.7	235.1	242.5	241.9	241.6	243.8	245.5	245.1	244.4
%Cap	59.7%	60.0%	62.3%	59.4%	66.1%	64.5%	67.2%	69.3%	69.1%	69.0%	69.7%	70.1%	70.0%	69.8%

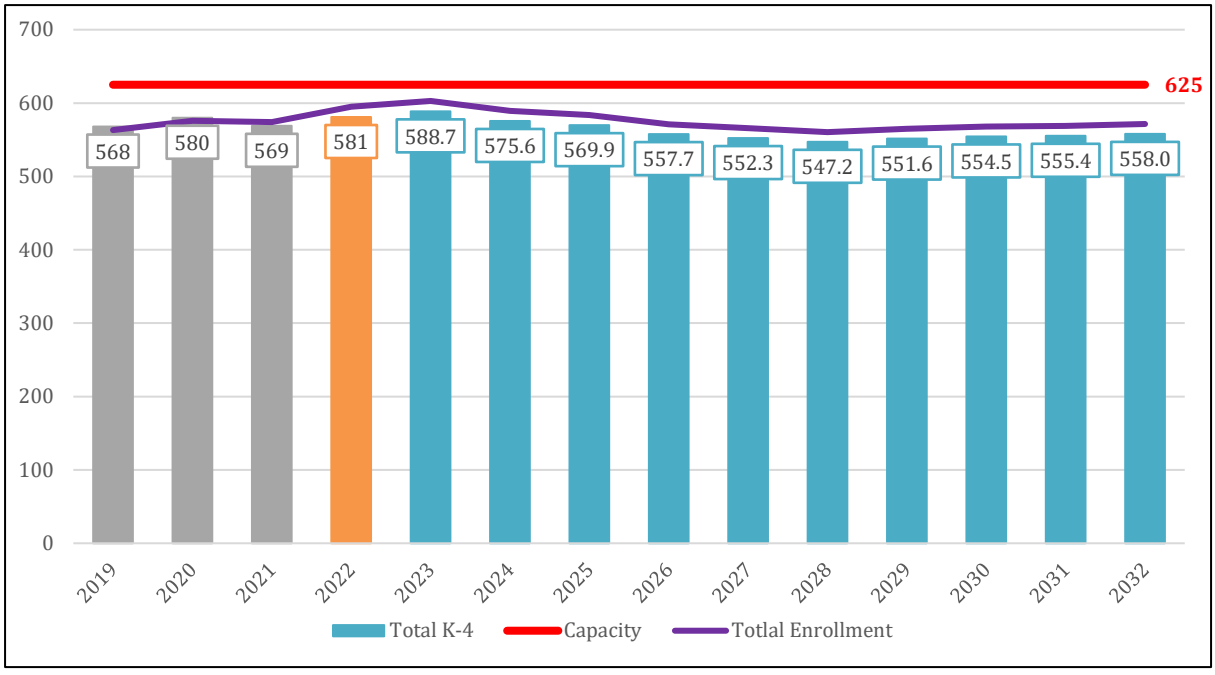
Annual Change	2019 to 2020	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030	2031 to 2032	2032 to 2033
	-2.0	12.0	-3.0	23.7	-5.7	9.6	7.6	-0.6	-0.4	2.3	1.7	-0.4	-0.7
	-1.0%	5.9%	-1.4%	11.2%	-2.4%	4.2%	3.2%	-0.2%	-0.2%	0.9%	0.7%	-0.2%	-0.3%



* Total Enrollment forecast if it follows the same trends as Resident forecast

Bon Meade ES														
Grade	Historic Resident Students			Current	Forecasted Resident Students									
	SY 2019	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030	SY 2031	SY 2032
K	128	120	114	111	114.9	106.1	108.2	109.9	108.0	109.1	109.8	109.8	110.2	110.5
1	110	125	119	121	112.4	116.8	108.4	109.2	111.0	109.7	110.8	111.5	111.5	112.0
2	107	115	119	119	121.3	113.1	118.1	108.4	109.2	111.6	110.4	111.5	112.2	112.2
3	116	105	113	123	119.3	122.0	114.4	118.1	108.4	109.9	112.3	111.0	112.1	112.8
4	107	115	104	107	120.8	117.6	120.8	112.1	115.7	106.9	108.3	110.7	109.4	110.5
Historic Resident Students					Forecasted Resident Students									
Total K-4	568	580	569	581	588.7	575.6	569.9	557.7	552.3	547.2	551.6	554.5	555.4	558.0
Cap.	Historic Enrollment				Forecasted Enrollment									
625	563	576	574	595	602.9	589.5	583.6	571.1	565.6	560.4	564.9	567.9	568.8	571.4
%Cap	90.1%	92.2%	91.8%	95.2%	96.5%	94.3%	93.4%	91.4%	90.5%	89.7%	90.4%	90.9%	91.0%	91.4%

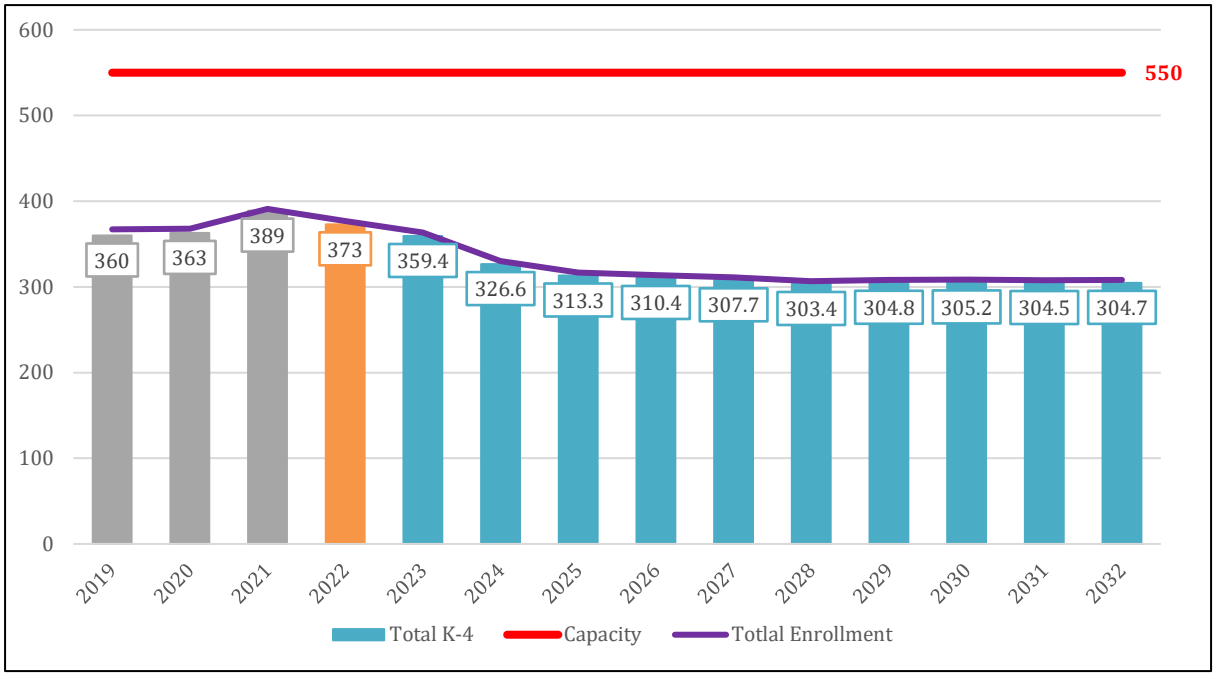
Annual Change	2019 to 2020	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030	2031 to 2032	2032 to 2033
	12.0	-11.0	12.0	7.7	-13.1	-5.7	-12.2	-5.4	-5.1	4.4	2.9	0.9	2.6
	2.1%	-1.9%	2.1%	1.3%	-2.2%	-1.0%	-2.1%	-1.0%	-0.9%	0.8%	0.5%	0.2%	0.5%



* Total Enrollment forecast if it follows the same trends as the Resident forecast

Brooks ES														
Grade	Historic Resident Students			Current	Forecasted Resident Students									
	SY 2019	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030	SY 2031	SY 2032
K	88	73	69	63	65.2	59.8	60.4	61.8	60.7	60.9	61.1	60.9	61.0	60.9
1	74	87	76	64	62.5	64.6	59.2	59.8	61.1	60.1	60.3	60.5	60.3	60.4
2	71	71	92	73	64.2	62.5	64.6	59.2	59.8	61.1	60.1	60.3	60.5	60.3
3	71	70	79	95	76.1	66.7	65.0	67.2	61.6	62.2	63.6	62.5	62.7	62.9
4	56	62	73	78	91.4	73.0	64.1	62.4	64.5	59.1	59.7	61.0	60.0	60.2
Historic Resident Students					Forecasted Resident Students									
Total K-4	360	363	389	373	359.4	326.6	313.3	310.4	307.7	303.4	304.8	305.2	304.5	304.7
Cap.	Historic Enrollment				Forecasted Enrollment									
550	367	368	391	377	363.3	330.1	316.7	313.7	311.0	306.7	308.1	308.5	307.8	308.0
%Cap	66.7%	66.9%	71.1%	68.5%	66.0%	60.0%	57.6%	57.0%	56.5%	55.8%	56.0%	56.1%	56.0%	56.0%

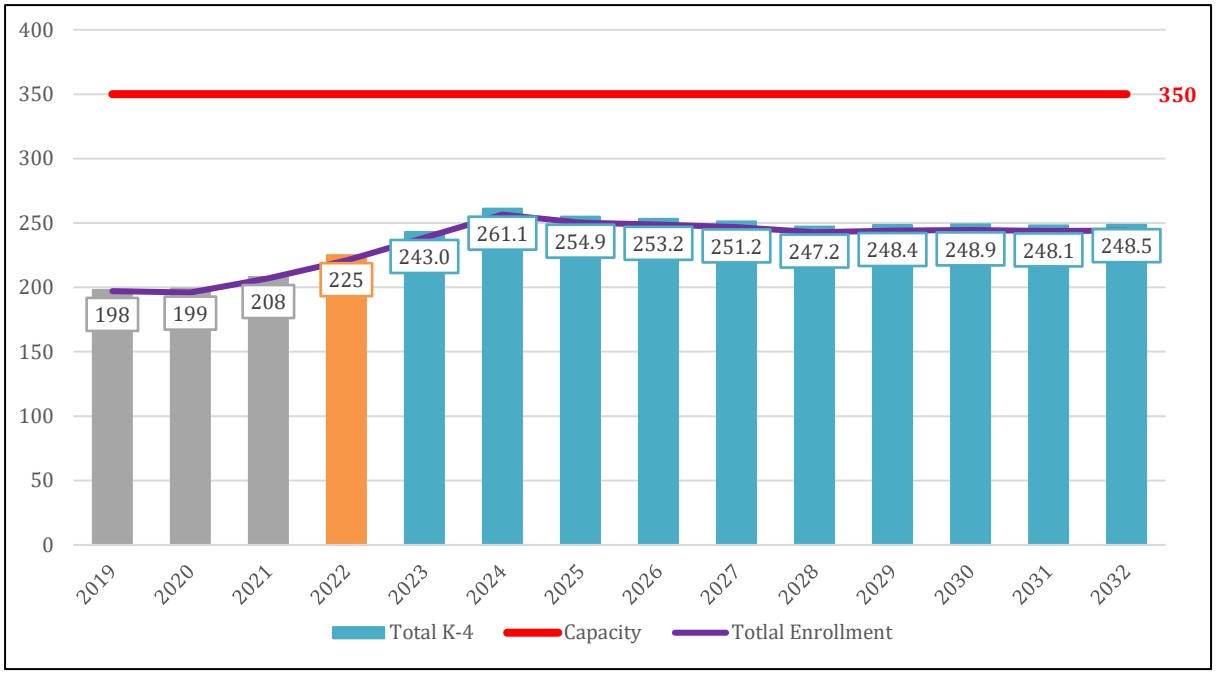
Annual Change	2019 to 2020	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030	2031 to 2032	2032 to 2033
	3.0	26.0	-16.0	-13.6	-32.8	-13.3	-2.9	-2.7	-4.3	1.4	0.4	-0.7	0.2
	0.8%	7.2%	-4.1%	-3.6%	-9.1%	-4.1%	-0.9%	-0.9%	-1.4%	0.5%	0.1%	-0.2%	0.1%



* Total Enrollment forecast if it follows the same trends as Resident forecast

Hyde ES														
Grade	Historic Resident Students			Current	Forecasted Resident Students									
	SY 2019	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030	SY 2031	SY 2032
K	49	40	43	47	48.6	44.6	45.0	46.0	45.2	45.4	45.5	45.4	45.4	45.4
1	31	42	47	50	49.3	51.0	46.8	47.3	48.3	47.5	47.7	47.8	47.7	47.7
2	40	32	35	53	50.0	49.3	51.0	46.8	47.3	48.3	47.5	47.7	47.8	47.7
3	36	45	38	35	58.3	55.0	54.3	56.1	51.5	52.0	53.1	52.2	52.4	52.6
4	42	40	45	40	36.8	61.2	57.8	57.0	58.9	54.0	54.6	55.8	54.8	55.1
Historic Resident Students					Forecasted Resident Students									
Total K-4	198	199	208	225	243.0	261.1	254.9	253.2	251.2	247.2	248.4	248.9	248.1	248.5
Cap.	Historic Enrollment				Forecasted Enrollment									
350	197	196	207	221	238.7	256.5	250.4	248.7	246.7	242.8	244.0	244.5	243.7	244.1
%Cap	56.3%	56.0%	59.1%	63.1%	68.2%	73.3%	71.5%	71.1%	70.5%	69.4%	69.7%	69.9%	69.6%	69.7%

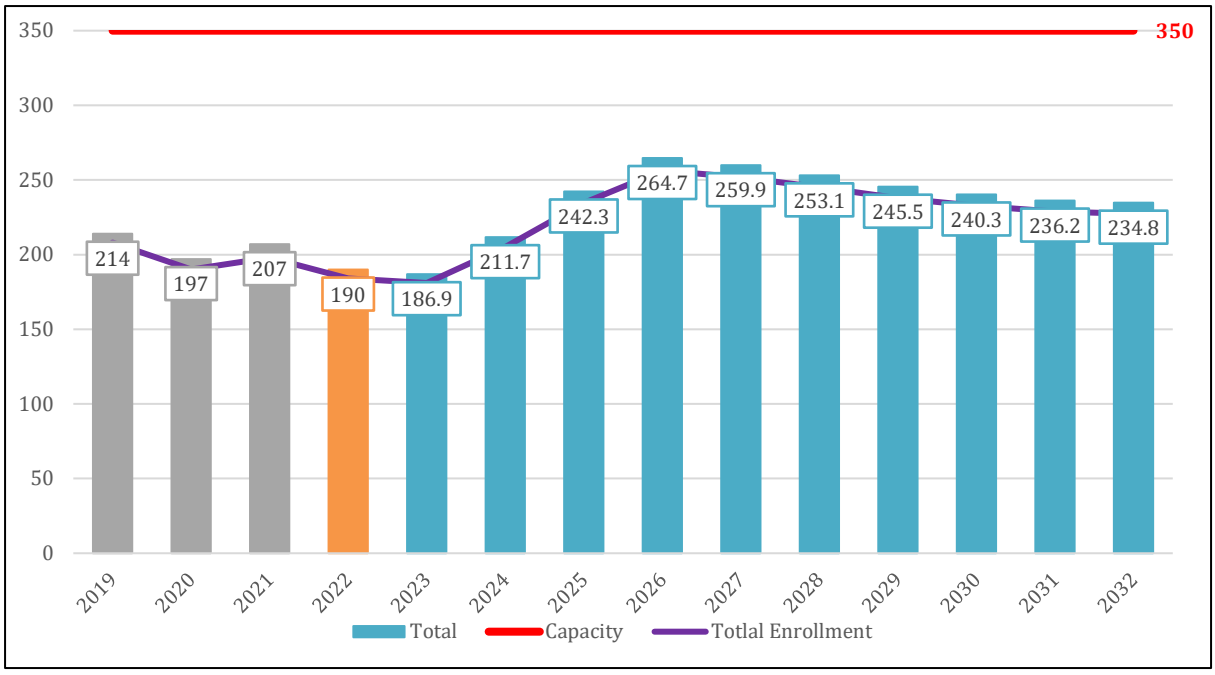
Annual Change	2019 to 2020	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030	2031 to 2032	2032 to 2033
	1.0	9.0	17.0	18.0	18.1	-6.2	-1.7	-2.0	-4.0	1.2	0.5	-0.8	0.4
	0.5%	4.5%	8.2%	8.0%	7.4%	-2.4%	-0.7%	-0.8%	-1.6%	0.5%	0.2%	-0.3%	0.2%



* Total Enrollment forecast if it follows the same trends as the Resident forecast

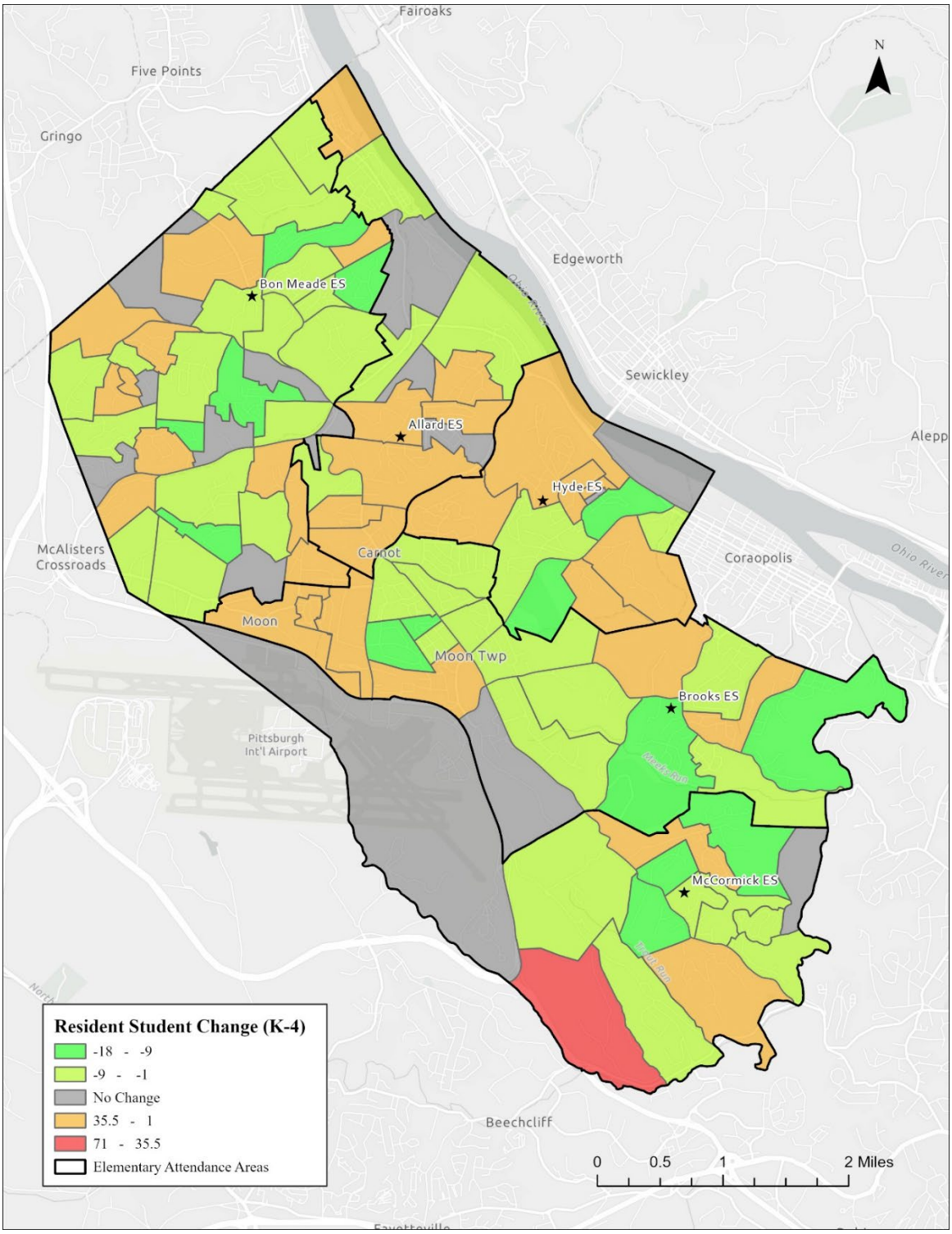
McCormick ES														
Grade	Historic Resident Students			Current	Forecasted Resident Students									
	SY 2019	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030	SY 2031	SY 2032
K	39	31	39	32	33.5	37.8	41.8	46.5	43.7	44.4	44.4	44.6	44.6	44.5
1	46	41	37	43	36.0	45.3	49.7	54.4	52.8	49.7	49.8	49.9	49.7	49.5
2	47	41	46	34	42.6	42.4	51.2	55.8	54.4	52.8	49.1	49.2	49.0	48.7
3	44	44	40	43	32.7	47.4	46.9	55.5	54.1	52.7	50.6	47.1	47.0	46.6
4	38	40	45	38	42.1	38.8	52.7	52.5	54.9	53.5	51.6	49.5	45.9	45.5
Historic Resident Students					Forecasted Resident Students									
Total	214	197	207	190	186.9	211.7	242.3	264.7	259.9	253.1	245.5	240.3	236.2	234.8
Cap.	Historic Enrollment				Forecasted Enrollment									
350	208	190	198	184	181.0	205.0	234.6	256.3	251.7	245.1	237.7	232.7	228.7	227.4
%Cap	59.4%	54.3%	56.6%	52.6%	51.7%	58.6%	67.0%	73.2%	71.9%	70.0%	67.9%	66.5%	65.4%	65.0%

Annual Change	2019 to 2020	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030	2031 to 2032	2032 to 2033
	-17.0	10.0	-17.0	-3.1	24.8	30.6	22.4	-4.8	-6.8	-7.6	-5.2	-4.1	-1.4
	-7.9%	5.1%	-8.2%	-1.6%	13.3%	14.5%	9.2%	-1.8%	-2.6%	-3.0%	-2.1%	-1.7%	-0.6%



* Total Enrollment forecast if it follows the same trends as the Resident forecast

Map 3: Forecasted 5-Year Change in Resident Elementary Students

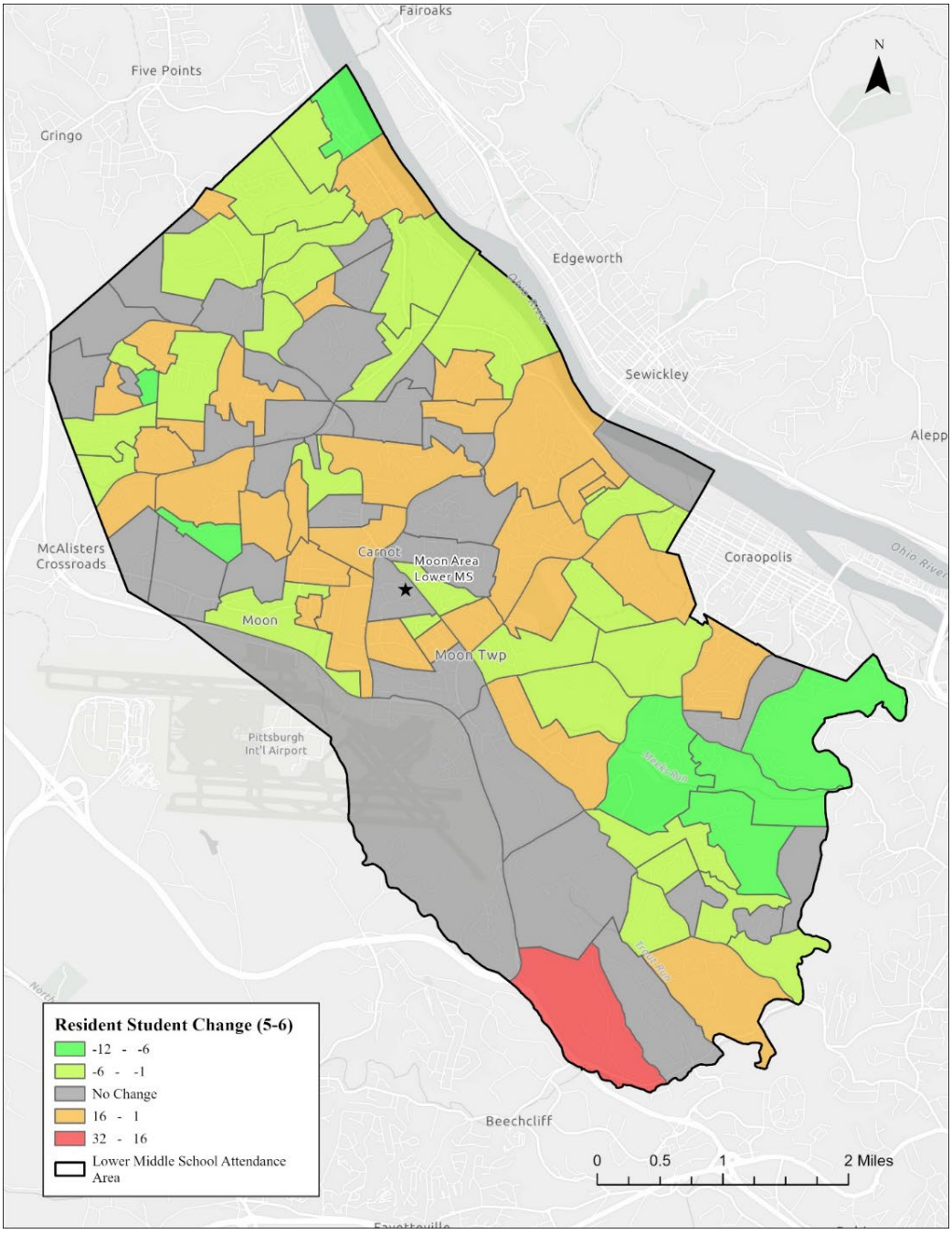


The study areas within the color range are the planning areas that make up the titled attendance zone. Orange/red areas indicate forecasted student growth, and the light green/green areas represent areas in decline. The gray zones represent "No Change" and frequently have little to no population. Data is based on Fall 2022 resident students and their existing zones. This map does not reflect any rezoning or changes since the fall student report to the State Department of Education.

Lower Middle School Attendance Area (5-6) Student Population Forecast Trends

The Moon Area Lower Middle School grades are expected to remain above 600 students for the duration of this study. Population will peak in SY 2024 or 2025 as larger cohorts pass through, potentially reaching 700 5th and 6th-grade students. Afterward, forecasts are expected to fluctuate by as much as 4% each year.

Map 4: Forecasted 5-Year Changes in Resident Lower Middle School Students

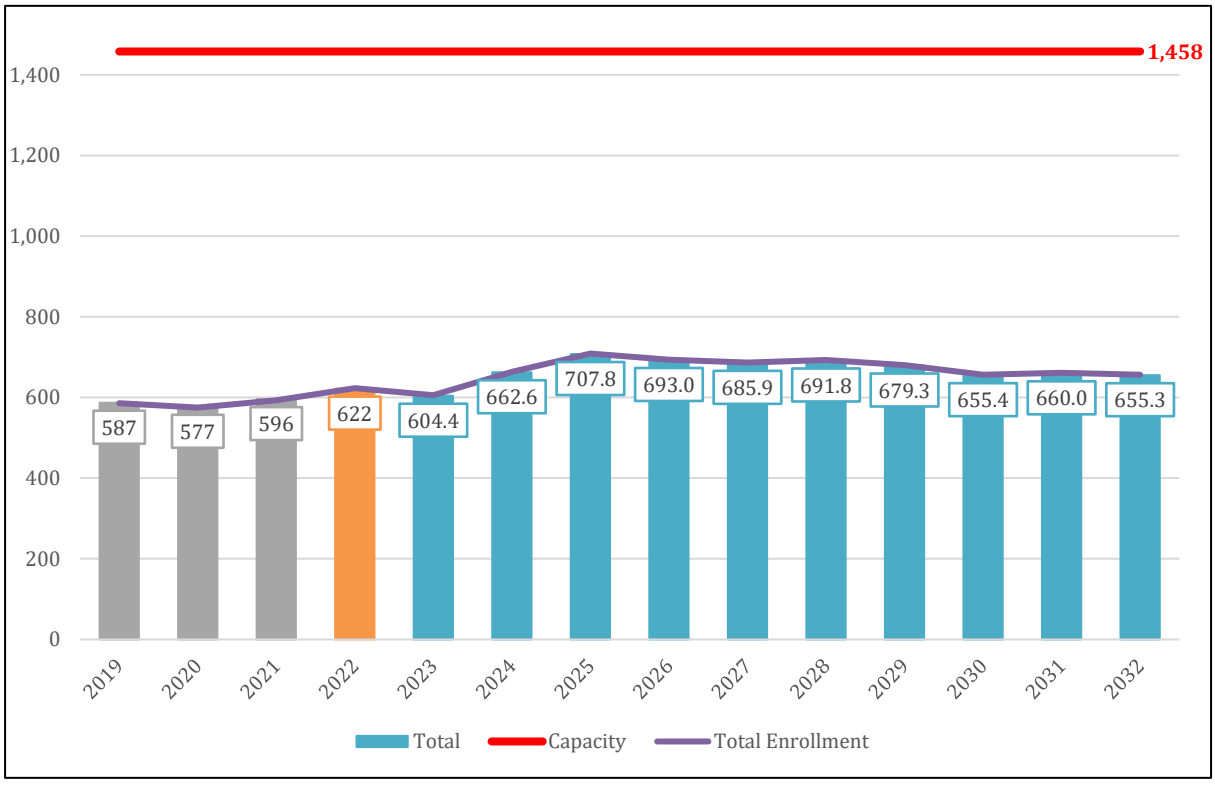


The study areas within the color range are the planning areas that make up the titled attendance zone. Orange/red areas indicate forecasted student growth, and the light green/green areas represent areas in decline. The gray zones represent "No Change" and frequently have little to no population. Data is based on Fall 2022 resident students and their existing zones. This map does not reflect any rezoning or changes since the fall student report to the state Department of Education.

Tables 11: Lower Middle School Attendance Area (5-6) Resident Student Forecasts

Moon Area Lower MS														
Grade	Historic Resident Students			Current	Forecasted Resident Students									
	SY 2018	SY 2019	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030	SY 2031
5	290	283	309	302	295.5	354.1	336.9	343.7	335.0	347.8	323.0	324.4	328.0	320.0
6	297	294	287	320	308.9	308.5	370.9	349.3	350.9	344.0	356.3	331.0	332.0	335.3
Actual Resident Students					Forecasted Resident Students									
Total	587	577	596	622	604.4	662.6	707.8	693.0	685.9	691.8	679.3	655.4	660.0	655.3
Cap.	Total Enrollment				Forecasted Enrollment									
1,458	586	575	593	623	605.4	663.7	708.9	694.1	687.0	692.9	680.4	656.5	661.1	656.4
%Cap	40.2%	39.4%	40.7%	42.7%	41.5%	45.5%	48.6%	47.6%	47.1%	47.5%	46.7%	45.0%	45.3%	45.0%

Annual Change	2018 to 2019	2019 to 2020	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030	2031 to 2032
	-10.0	19.0	26.0	-17.6	58.2	45.2	-14.8	-7.1	5.9	-12.5	-23.9	4.6	-4.7
	-1.7%	3.3%	4.4%	-2.8%	9.6%	6.8%	-2.1%	-1.0%	0.9%	-1.8%	-3.5%	0.7%	-0.7%

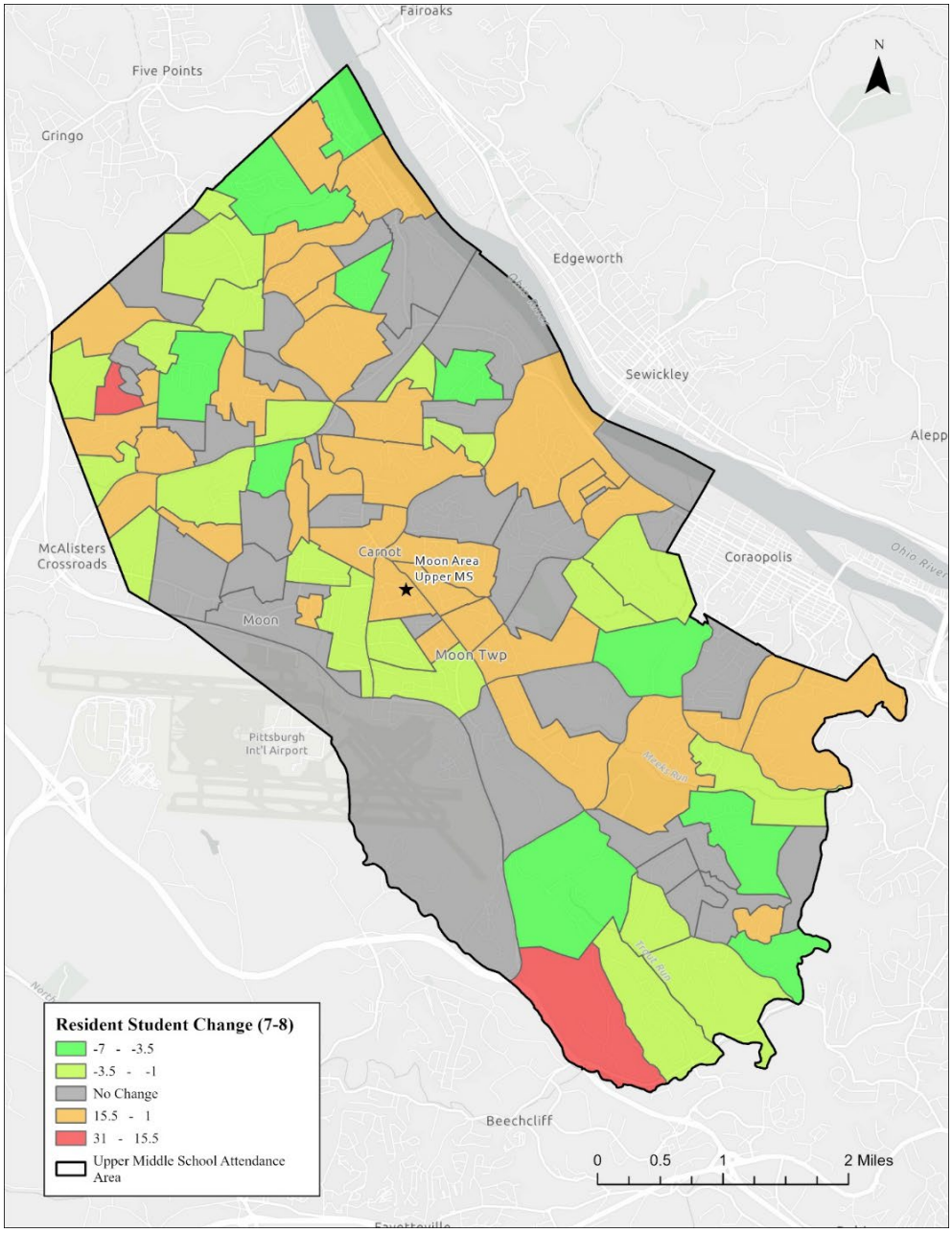


* Total Enrollment forecast if it follows the same trends as Resident forecast

Upper Middle School Attendance Area (7-8) Student Population Forecast Trends

The Moon Area Upper Middle School grades are expected to exceed 600 students next year and surpass 700 students in SY 2027. As the larger cohorts pass through, the combined 7th and 8th-grade student population will experience slight declines. However, they will remain above current enrollment numbers.

Map 5: Forecasted 5-Year Changes in Resident Upper Middle School Students

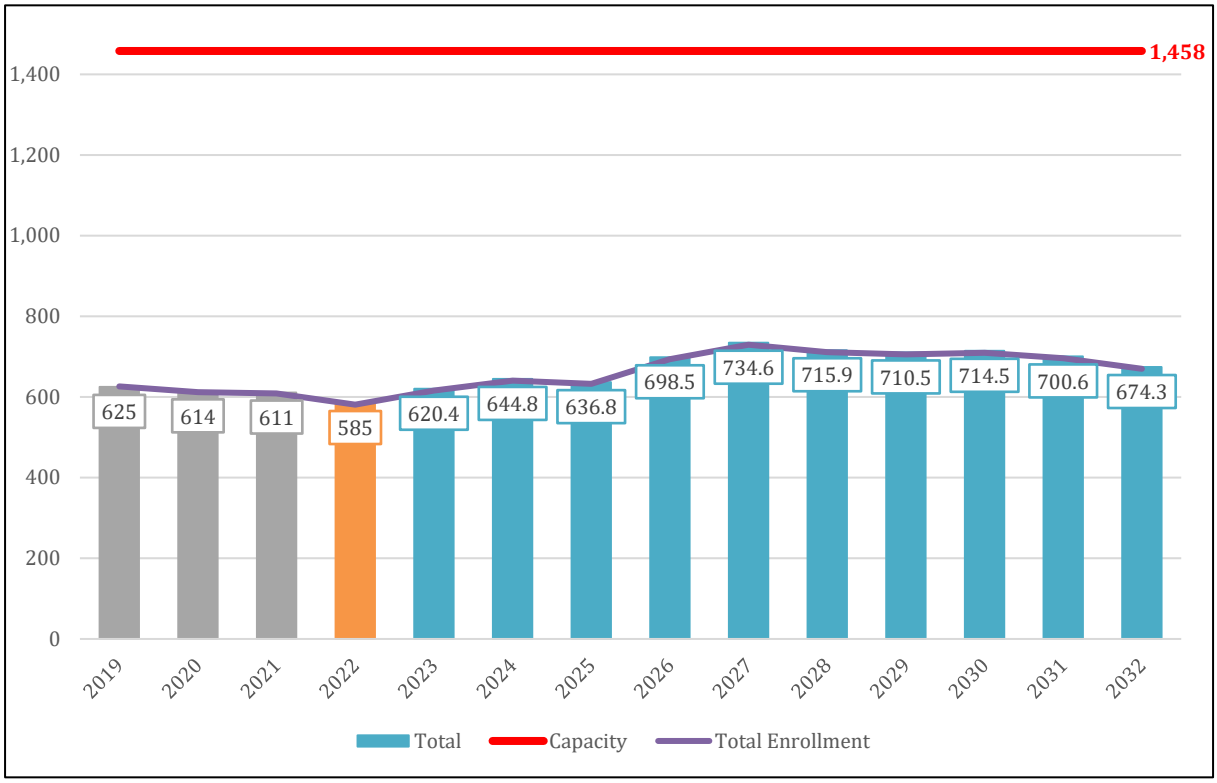


The study areas within the color range are the planning areas that make up the titled attendance zone. Orange/red areas indicate forecasted student growth, and the light green/green areas represent areas in decline. The gray zones represent "No Change" and frequently have little to no population. Data is based on Fall 2022 resident students and their existing zones. This map does not reflect any rezoning or changes since the fall student report to the state Department of Education.

Table 12: Upper Middle School Attendance Area (7-8) Resident Student Forecasts

Moon Area Upper MS														
Grade	Historic Resident Students			Current	Forecasted Resident Students									
	SY 2019	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030	SY 2031	SY 2032
7	315	299	294	293	322.3	314.1	313.7	376.2	352.2	355.1	347.7	360.0	334.1	334.6
8	310	315	317	292	298.1	330.7	323.1	322.3	382.4	360.8	362.8	354.5	366.5	339.7
Actual Resident Students					Forecasted Resident Students									
Total	625	614	611	585	620.4	644.8	636.8	698.5	734.6	715.9	710.5	714.5	700.6	674.3
Cap.	Total Enrollment				Forecasted Enrollment									
1,458	626	612	609	581	616.2	640.4	632.4	693.7	729.6	711.0	705.6	709.6	695.8	669.7
%Cap	42.9%	42.0%	41.8%	39.8%	42.3%	43.9%	43.4%	47.6%	50.0%	48.8%	48.4%	48.7%	47.7%	45.9%

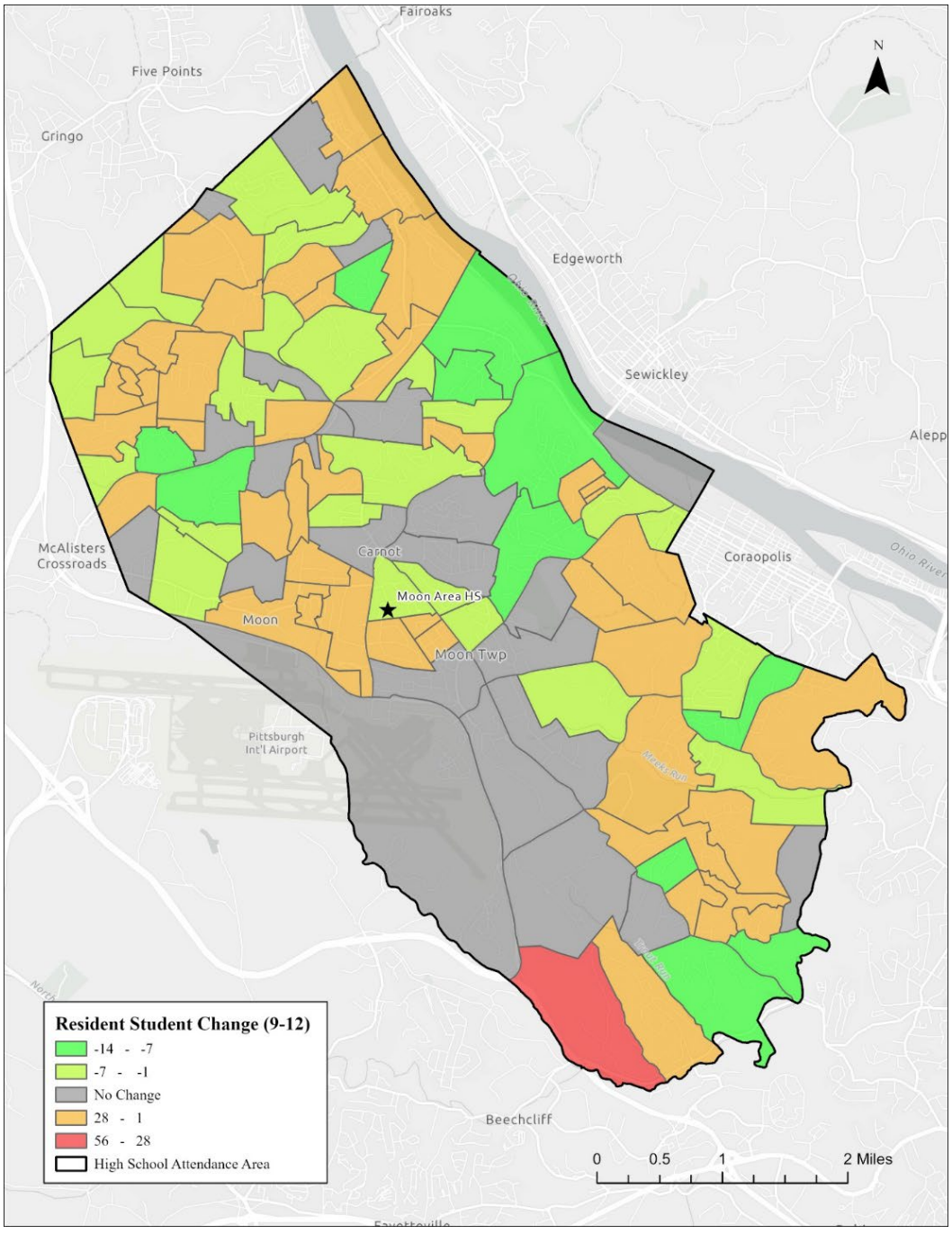
Annual Change	2019 to 2020	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030	2031 to 2032	2032 to 2033
	-11.0	-3.0	-26.0	35.4	24.4	-8.0	61.7	36.1	-18.7	-5.4	4.0	-13.9	-26.3
	-1.8%	-0.5%	-4.3%	6.1%	3.9%	-1.2%	9.7%	5.2%	-2.5%	-0.8%	0.6%	-1.9%	-3.8%



* Total Enrollment forecast if it follows same trends as Resident forecast

High School Attendance Area (9-12) Student Population Forecast Trends

Moon Area School District has one high school that accommodates all 9-12 students in the district. The high school had minimal impact during the pandemic and has since exceeded pre-pandemic numbers. This trend of growth is expected to continue as larger class sizes matriculate through, and smaller one's graduate.

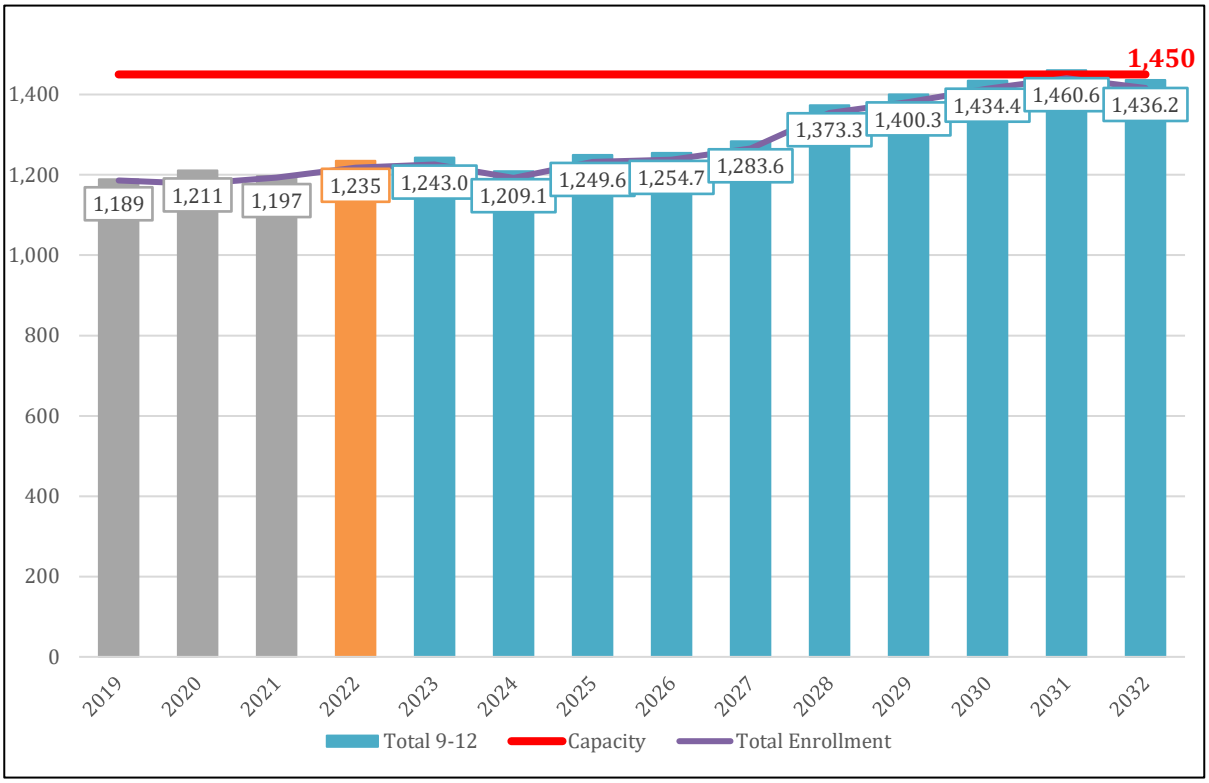


The study areas within the color range are the planning areas that make up the titled attendance zone. Orange/red areas indicate forecasted student growth, and the light green/green areas represent areas in decline. The gray zones represent "No Change" and frequently have little to no population. Data is based on Fall 2022 resident students and their existing zones. This map does not reflect any rezoning or changes since fall student report to the state Department of Education.

Tables 13: High School Attendance Area (9-12) Resident and Enrolled Student Forecasts

Moon Area HS														
Grade	Historic Resident Students			Current	Forecasted Resident Students									
	SY 2019	SY 2020	SY 2021	SY 2022	SY 2023	SY 2024	SY 2025	SY 2026	SY 2027	SY 2028	SY 2029	SY 2030	SY 2031	SY 2032
9	302	330	310	330	302.6	310.1	344.3	334.5	335.0	398.6	373.1	373.7	365.2	377.2
10	297	290	324	294	316.0	292.0	299.5	331.7	322.3	323.9	385.0	357.9	358.6	349.8
11	299	289	278	334	290.2	314.1	290.5	296.8	328.1	320.1	320.5	380.8	354.5	354.8
12	291	302	285	277	334.2	292.9	315.3	291.7	298.2	330.7	321.7	322.0	382.3	354.4
Actual Resident Students					Forecasted Resident Students									
Total 9-12	1,189	1,211	1,197	1,235	1,243.0	1,209.1	1,249.6	1,254.7	1,283.6	1,373.3	1,400.3	1,434.4	1,460.6	1,436.2
Cap.	Total Enrollment				Forecasted Enrollment									
1,450	1,186	1,178	1,193	1,218	1,225.9	1,192.5	1,232.4	1,237.4	1,265.9	1,354.4	1,381.0	1,414.7	1,440.5	1,416.4
%Cap	81.8%	81.2%	82.3%	84.0%	84.5%	82.2%	85.0%	85.3%	87.3%	93.4%	95.2%	97.6%	99.3%	97.7%

Annual Change	2019 to 2020	2020 to 2021	2021 to 2022	2022 to 2023	2023 to 2024	2024 to 2025	2025 to 2026	2026 to 2027	2027 to 2028	2028 to 2029	2029 to 2030	2031 to 2032	2032 to 2033
	22.0	-14.0	38.0	8.0	-33.9	40.5	5.1	28.9	89.7	27.0	34.1	26.2	-24.4
	1.9%	-1.2%	3.2%	0.6%	-2.7%	3.3%	0.4%	2.3%	7.0%	2.0%	2.4%	1.8%	-1.7%



* Total Enrollment forecast if it follows same trends as Resident forecast

DEMOGRAPHIC AND INCOME PROFILE PROVIDED BY CENSUS

Data provided on the following pages is based on geographically related information of Moon Area School District based on a third-party source using Esri analytics in combination with Census information and American Community Survey. This information is provided by Davis Demographics as supplemental information about the district. Davis did not research nor guarantees accuracy of the Census data.
Demographic and Income Profile Provided by Census.

Methodology Statement

- **Demographic and Income Profile / Community Profile:** Esri forecasts for 2022 and 2027. Esri Updated Demographics are point estimates representing July 1 of the current and forecast years. The following table summarizes the updated demographic variables. Also included are select averages, medians, aggregates, and per capita values.
- **American Community Survey (ACS) Housing Summary:** Esri provides reports, data enrichment, and thematic mapping for ACS estimates in standard geographies, current ZIP codes, and user-defined polygons. Reports include two summary profiles, Population and Housing. Esri's reports/maps are designed to simplify the data and enhance its usability with reliability thresholds. ACS data provides much of the information previously available through the decennial census. ACS uses a continuous measurement or "rolling" sample, in which a small percent of the population is sampled every month. The ACS is updated and released more frequently than the decennial census—every year instead of every ten years. Smaller sample sizes and variable collection times have introduced a margin of error into their estimates.
- **Tapestry Segmentation:** provides an accurate, detailed description of America's neighborhoods—U.S. residential areas are divided into 67 distinctive segments based on their socioeconomic and demographic composition—then further classifies the segments into LifeMode and Urbanization Groups. Each year, population and household count by Tapestry segment are updated. While most geographic areas retain their original Tapestry Segment assignment, select areas may be assigned a new market segment when research uncovers new or significant local growth. The entire Tapestry Segmentation system is refreshed every three to five years, resulting in a more comprehensive reassignment in rapidly changing neighborhoods. Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and lifestages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.
    - MASD Largest Tapestry segment is Exurbanites (22.0%) followed by Comfortable Empty Nesters (14.2%) and Professional Pride (12.1%). Exurbanites are individuals who are approaching retirement but show few signs of slowing down. They are active in their communities, generous in their donations, and are seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane. These individuals live mainly in established neighborhoods with primarily single-family homes with a high median value and most are still carrying mortgages.

Demographic and Income Profile

Prepared using SchoolSite by DDP

Summary	Census 2010	Census 2020	2022	2027
Population	26,773	29,717	29,499	28,957
Households	10,700	11,425	11,353	11,169
Families	6,945	-	7,101	6,975
Average Household Size	2.38	2.43	2.43	2.42
Owner Occupied Housing Units	7,785	-	8,693	8,581
Renter Occupied Housing Units	2,914	-	2,660	2,588
Median Age	39.3	-	40.8	42.1

Trends: 2022-2027 Annual Rate	Area	State	National
Population	-0.37%	-0.02%	0.25%
Households	-0.33%	0.04%	0.31%
Families	-0.36%	0.00%	0.28%
Owner HHs	-0.26%	0.20%	0.53%
Median Household Income	2.03%	3.14%	3.12%

	2022		2027	
Households by Income	Number	Percent	Number	Percent
<$15,000	264	2.3%	181	1.6%
$15,000 - $24,999	500	4.4%	341	3.1%
$25,000 - $34,999	600	5.3%	421	3.8%
$35,000 - $49,999	1,089	9.6%	877	7.9%
$50,000 - $74,999	1,801	15.9%	1,588	14.2%
$75,000 - $99,999	1,336	11.8%	1,282	11.5%
$100,000 - $149,999	2,710	23.9%	2,724	24.4%
$150,000 - $199,999	1,400	12.3%	1,740	15.6%
$200,000+	1,647	14.5%	2,009	18.0%
Median Household Income	$100,935		$111,629	
Average Household Income	$132,984		$154,772	
Per Capita Income	$51,373		$59,885	

	Census 2010		2022		2027	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,479	5.5%	1,360	4.6%	1,307	4.5%
5 - 9	1,508	5.6%	1,565	5.3%	1,461	5.0%
10 - 14	1,710	6.4%	1,795	6.1%	1,684	5.8%
15 - 19	2,183	8.2%	2,360	8.0%	2,390	8.3%
20 - 24	2,099	7.8%	2,242	7.6%	2,062	7.1%
25 - 34	2,917	10.9%	3,331	11.3%	2,856	9.9%
35 - 44	3,702	13.8%	3,617	12.3%	3,811	13.2%
45 - 54	4,220	15.8%	3,754	12.7%	3,580	12.4%
55 - 64	3,372	12.6%	3,951	13.4%	3,646	12.6%
65 - 74	1,938	7.2%	3,200	10.8%	3,442	11.9%
75 - 84	1,254	4.7%	1,651	5.6%	2,014	7.0%
85+	390	1.5%	671	2.3%	702	2.4%

	Census 2010		Census 2020		2022		2027	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	24,167	90.3%	24,478	82.4%	24,167	81.9%	23,264	80.3%
Black Alone	1,142	4.3%	1,505	5.1%	1,499	5.1%	1,473	5.1%
American Indian Alone	29	0.1%	51	0.2%	51	0.2%	52	0.2%
Asian Alone	796	3.0%	1,431	4.8%	1,453	4.9%	1,579	5.5%
Pacific Islander Alone	6	0.0%	8	0.0%	8	0.0%	8	0.0%
Some Other Race Alone	190	0.7%	424	1.4%	434	1.5%	466	1.6%
Two or More Races	444	1.7%	1,820	6.1%	1,887	6.4%	2,116	7.3%
Hispanic Origin (Any Race)	522	1.9%	1,171	3.9%	1,187	4.0%	1,223	4.2%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

April 11, 2023

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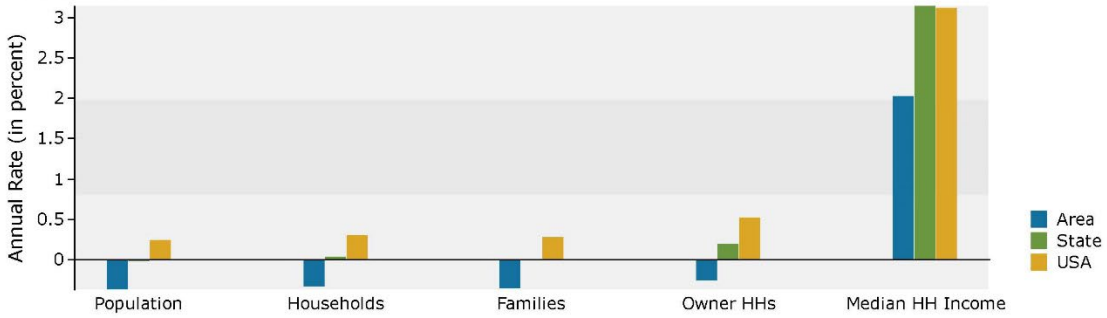
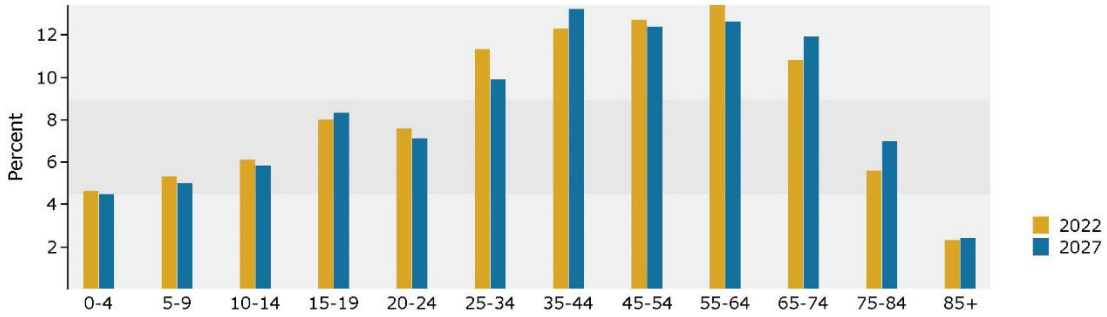
Demographic and Income Profile

Prepared using SchoolSite by DDP

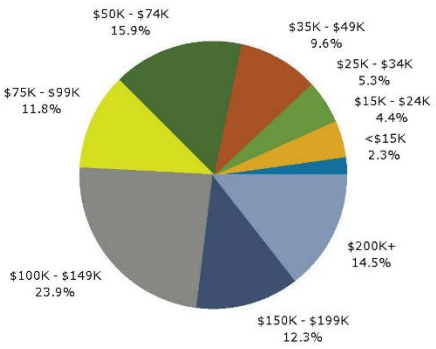
Trends 2022-2027



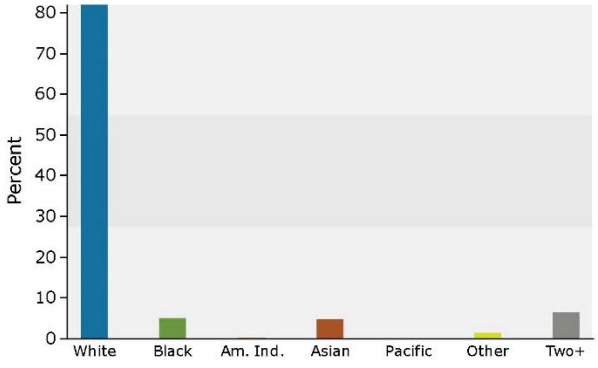
Population by Age



2022 Household Income



2022 Population by Race



2022 Percent Hispanic Origin:4.0%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.

April 11, 2023

ACS Housing Summary

Prepared using SchoolSite by DDP

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	29,475		2,037	
Total Households	11,238		633	
Total Housing Units	11,996		646	
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	8,939	100.0%	586	
Housing units with a mortgage/contract to purchase/similar debt	5,586	62.5%	513	
No Second Mortgage and No Home Equity Loan	4,241	47.4%	454	
Multiple Mortgages	894	10.0%	190	
Second mortgage and Home Equity Loan	0	0.0%	0	
Only Home Equity Loan	792	8.9%	182	
Only Second Mortgage	102	1.1%	54	
Home Equity Loan without Primary Mortgage	452	5.1%	236	
Housing units without a mortgage	3,353	37.5%	387	
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	N/A		N/A	
Housing units without a mortgage	N/A		N/A	
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS & SELECTED MONTHLY OWNER COSTS				
Total	8,939	100.0%	586	
With a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	630	7.0%	246	
10.0 to 14.9 percent	1,206	13.5%	221	
15.0 to 19.9 percent	1,279	14.3%	219	
20.0 to 24.9 percent	925	10.3%	205	
25.0 to 29.9 percent	503	5.6%	146	
30.0 to 34.9 percent	345	3.9%	187	
35.0 to 39.9 percent	151	1.7%	68	
40.0 to 49.9 percent	239	2.7%	259	
50.0 percent or more	304	3.4%	110	
Not computed	5	0.1%	7	
Without a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	1,633	18.3%	299	
10.0 to 14.9 percent	812	9.1%	210	
15.0 to 19.9 percent	353	3.9%	138	
20.0 to 24.9 percent	80	0.9%	56	
25.0 to 29.9 percent	119	1.3%	51	
30.0 to 34.9 percent	123	1.4%	76	
35.0 to 39.9 percent	85	1.0%	71	
40.0 to 49.9 percent	46	0.5%	34	
50.0 percent or more	89	1.0%	48	
Not computed	13	0.1%	19	

Source: U.S. Census Bureau, 2017-2021 American Community Survey

Reliability: high medium low

April 11, 2023

ACS Housing Summary

Prepared using SchoolSite by DDP

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	2,299	100.0%	298	
With cash rent	2,238	97.3%	294	
Less than $100	0	0.0%	0	
$100 to $149	0	0.0%	0	
$150 to $199	10	0.4%	15	
$200 to $249	4	0.2%	19	
$250 to $299	0	0.0%	0	
$300 to $349	0	0.0%	0	
$350 to $399	31	1.3%	41	
$400 to $449	24	1.0%	28	
$450 to $499	0	0.0%	0	
$500 to $549	42	1.8%	35	
$550 to $599	88	3.8%	60	
$600 to $649	174	7.6%	94	
$650 to $699	192	8.4%	125	
$700 to $749	120	5.2%	86	
$750 to $799	144	6.3%	75	
$800 to $899	383	16.7%	135	
$900 to $999	337	14.7%	147	
$1,000 to $1,249	337	14.7%	130	
$1,250 to $1,499	166	7.2%	98	
$1,500 to $1,999	159	6.9%	70	
$2,000 to $2,499	27	1.2%	33	
$2,500 to $2,999	0	0.0%	0	
$3,000 to $3,499	0	0.0%	0	
$3,500 or more	0	0.0%	0	
No cash rent	61	2.7%	59	
Median Contract Rent	$876		N/A	
Average Contract Rent	N/A		N/A	
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	2,299	100.0%	298	
Pay extra for one or more utilities	2,108	91.7%	286	
No extra payment for any utilities	191	8.3%	105	

Source: U.S. Census Bureau, 2017-2021 American Community Survey

Reliability: high medium low

April 11, 2023

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ACS Housing Summary

Prepared using SchoolSite by DDP

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY GROSS RENT				
Total:	2,299	100.0%	298	high
With cash rent:	2,238	97.3%	294	high
Less than $100	0	0.0%	0	
$100 to $149	0	0.0%	0	
$150 to $199	0	0.0%	0	
$200 to $249	0	0.0%	0	
$250 to $299	0	0.0%	0	
$300 to $349	0	0.0%	0	
$350 to $399	0	0.0%	0	
$400 to $449	10	0.4%	15	low
$450 to $499	0	0.0%	0	
$500 to $549	20	0.9%	24	low
$550 to $599	45	2.0%	41	low
$600 to $649	81	3.5%	58	low
$650 to $699	59	2.6%	68	low
$700 to $749	65	2.8%	45	low
$750 to $799	188	8.2%	90	medium
$800 to $899	306	13.3%	131	medium
$900 to $999	348	15.1%	144	medium
$1,000 to $1,249	642	27.9%	192	medium
$1,250 to $1,499	186	8.1%	100	medium
$1,500 to $1,999	136	5.9%	70	medium
$2,000 to $2,499	143	6.2%	73	medium
$2,500 to $2,999	9	0.4%	13	low
$3,000 to $3,499	0	0.0%	0	
$3,500 or more	0	0.0%	0	
No cash rent	61	2.7%	59	low
Median Gross Rent	$999		N/A	low
Average Gross Rent	N/A		N/A	low

Source: U.S. Census Bureau, 2017-2021 American Community Survey

Reliability: high medium low

April 11, 2023

esri

ACS Housing Summary

Prepared using SchoolSite by DDP

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	11,996	100.0%	646	
1, detached	8,841	73.7%	574	
1, attached	851	7.1%	181	
2	253	2.1%	134	
3 or 4	329	2.7%	160	
5 to 9	475	4.0%	150	
10 to 19	821	6.8%	191	
20 to 49	321	2.7%	144	
50 or more	97	0.8%	73	
Mobile home	8	0.1%	10	
Boat, RV, van, etc.	0	0.0%	0	
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	11,996	100.0%	646	
Built 2020 or later	20	0.2%	32	
Built 2010 to 2019	713	5.9%	3	
Built 2000 to 2009	1,003	8.4%	206	
Built 1990 to 1999	1,499	12.5%	233	
Built 1980 to 1989	1,420	11.8%	345	
Built 1970 to 1979	1,902	15.9%	286	
Built 1960 to 1969	2,361	19.7%	349	
Built 1950 to 1959	1,699	14.2%	324	
Built 1940 to 1949	595	5.0%	139	
Built 1939 or earlier	784	6.5%	205	
Median Year Structure Built	1973		N/A	
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	11,238	100.0%	633	
Owner occupied				
Moved in 2019 or later	418	3.7%	162	
Moved in 2015 to 2018	1,632	14.5%	291	
Moved in 2010 to 2014	1,294	11.5%	215	
Moved in 2000 to 2009	2,198	19.6%	355	
Moved in 1990 to 1999	1,309	11.6%	293	
Moved in 1989 or earlier	2,089	18.6%	309	
Renter occupied				
Moved in 2019 or later	539	4.8%	176	
Moved in 2015 to 2018	1,271	11.3%	234	
Moved in 2010 to 2014	290	2.6%	105	
Moved in 2000 to 2009	168	1.5%	92	
Moved in 1990 to 1999	31	0.3%	44	
Moved in 1989 or earlier	0	0.0%	0	
Median Year Householder Moved Into Unit	2009		N/A	

Source: U.S. Census Bureau, 2017-2021 American Community Survey

Reliability: high medium low

April 11, 2023

ACS Housing Summary

Prepared using SchoolSite by DDP

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	11,238	100.0%	633	
Utility gas	9,448	84.1%	613	
Bottled, tank, or LP gas	42	0.4%	46	
Electricity	1,573	14.0%	258	
Fuel oil, kerosene, etc.	62	0.6%	47	
Coal or coke	0	0.0%	0	
Wood	19	0.2%	16	
Solar energy	0	0.0%	0	
Other fuel	31	0.3%	36	
No fuel used	63	0.6%	64	
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	11,238	100.0%	633	
Owner occupied				
No vehicle available	100	0.9%	51	
1 vehicle available	2,198	19.6%	412	
2 vehicles available	4,282	38.1%	372	
3 vehicles available	1,640	14.6%	249	
4 vehicles available	621	5.5%	257	
5 or more vehicles available	98	0.9%	63	
Renter occupied				
No vehicle available	189	1.7%	103	
1 vehicle available	1,384	12.3%	255	
2 vehicles available	671	6.0%	191	
3 vehicles available	55	0.5%	48	
4 vehicles available	0	0.0%	0	
5 or more vehicles available	0	0.0%	0	
Average Number of Vehicles Available	N/A		N/A	
VACANT HOUSING UNITS				
Total vacant housing units	758	100.0%	245	
For rent	129	17.0%	112	
Rented, not occupied	73	9.6%	96	
For sale only	90	11.9%	90	
Sold, not occupied	29	3.8%	26	
Seasonal/occasional	34	4.5%	54	
For migrant workers	0	0.0%	0	
Other	403	53.2%	180	

Source: U.S. Census Bureau, 2017-2021 American Community Survey

Reliability: high medium low

April 11, 2023

ACS Housing Summary

Prepared using SchoolSite by DDP

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
OWNER-OCCUPIED HOUSING UNITS BY VALUE				
Total	8,939	100%	586	
Less than $10,000	27	0.3%	28	
$10,000 to $14,999	8	0.1%	14	
$15,000 to $19,999	29	0.3%	25	
$20,000 to $24,999	7	0.1%	11	
$25,000 to $29,999	15	0.2%	25	
$30,000 to $34,999	15	0.2%	22	
$35,000 to $39,999	12	0.1%	20	
$40,000 to $49,999	26	0.3%	24	
$50,000 to $59,999	83	0.9%	52	
$60,000 to $69,999	255	2.9%	159	
$70,000 to $79,999	65	0.7%	46	
$80,000 to $89,999	129	1.4%	78	
$90,000 to $99,999	168	1.9%	88	
$100,000 to $124,999	463	5.2%	121	
$125,000 to $149,999	594	6.6%	156	
$150,000 to $174,999	851	9.5%	259	
$175,000 to $199,999	766	8.6%	162	
$200,000 to $249,999	2,065	23.1%	411	
$250,000 to $299,999	988	11.1%	185	
$300,000 to $399,999	1,395	15.6%	231	
$400,000 to $499,999	550	6.2%	156	
$500,000 to $749,999	290	3.2%	94	
$750,000 to $999,999	75	0.8%	45	
$1,000,000 to $1,499,999	56	0.6%	52	
$1,500,000 to $1,999,999	8	0.1%	15	
$2,000,000 or more	0	0.0%	0	
Median Home Value	$223,172		N/A	
Average Home Value	N/A		N/A	

Data Note: N/A means not available.

2017-2021 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2017-2021 ACS estimates, five-year period data collected monthly from January 1, 2017 through December 31, 2021. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

Source: U.S. Census Bureau, 2017-2021 American Community Survey

Reliability: high medium low

April 11, 2023

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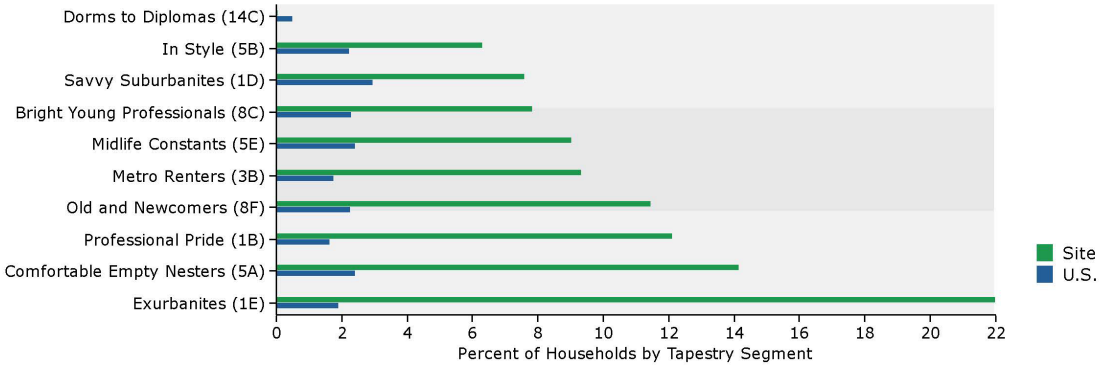
Tapestry Segmentation Area Profile

Prepared using SchoolSite by DDP

Top Twenty Tapestry Segments

		2022 Households		2022 U.S. Households		
			Cumulative		Cumulative	
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	Exurbanites (1E)	22.0%	22.0%	1.9%	1.9%	1144
2	Comfortable Empty Nesters (5A)	14.2%	36.2%	2.4%	4.3%	586
3	Professional Pride (1B)	12.1%	48.3%	1.6%	6.0%	738
4	Old and Newcomers (8F)	11.5%	59.8%	2.3%	8.3%	502
5	Metro Renters (3B)	9.4%	69.1%	1.8%	10.0%	530
	Subtotal	**69.2%**		**10.0%**		
6	Midlife Constants (5E)	9.0%	78.2%	2.4%	12.5%	374
7	Bright Young Professionals (8C)	7.8%	86.0%	2.3%	14.8%	339
8	Savvy Suburbanites (1D)	7.6%	93.6%	3.0%	17.7%	257
9	In Style (5B)	6.3%	99.9%	2.2%	20.0%	282
10	Dorms to Diplomas (14C)	0.1%	100.0%	0.5%	20.5%	12
	Subtotal	**30.8%**		**10.4%**		
	Total	**100.0%**		**20.5%**		**488**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

April 11, 2023

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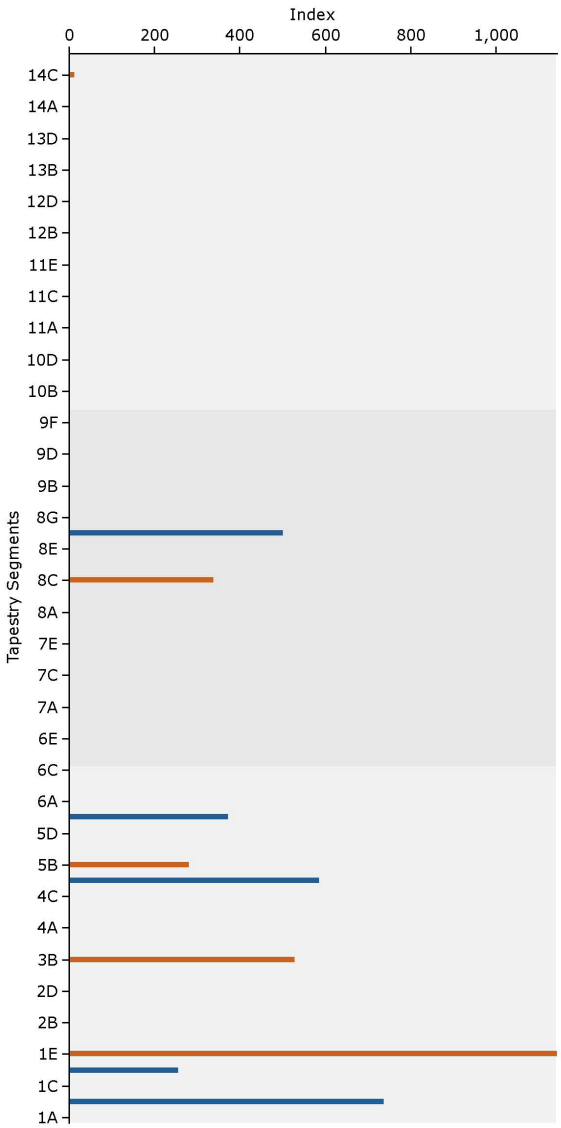
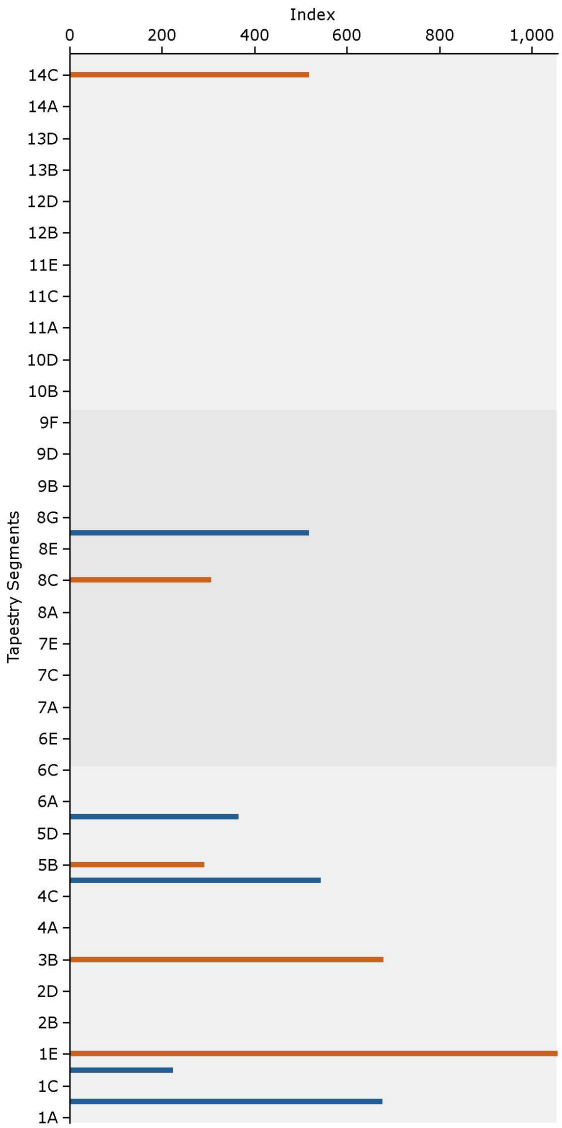
Tapestry Segmentation Area Profile

Prepared using SchoolSite by DDP

2022 Tapestry Indexes by Households



2022 Tapestry Indexes by Total Population 18+



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Source: Esri

April 11, 2023

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Tapestry Segmentation Area Profile

Prepared using SchoolSite by DDP

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	11,353	100.0%		23,718	100.0%	
1. Affluent Estates	**4,740**	**41.8%**	**426**	**9,592**	**40.4%**	**374**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	1,378	12.1%	738	2,932	12.4%	677
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	864	7.6%	257	1,723	7.3%	225
Exurbanites (1E)	2,498	22.0%	1144	4,937	20.8%	1057
2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**1,062**	**9.4%**	**238**	**2,253**	**9.5%**	**291**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	1,062	9.4%	530	2,253	9.5%	680
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	**3,351**	**29.5%**	**264**	**6,647**	**28.0%**	**258**
Comfortable Empty Nesters (5A)	1,608	14.2%	586	3,158	13.3%	545
In Style (5B)	717	6.3%	282	1,466	6.2%	292
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	1,026	9.0%	374	2,023	8.5%	366
6. Cozy Country Living	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Sprouting Explorers	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

April 11, 2023

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Tapestry Segmentation Area Profile

Prepared using SchoolSite by DDP

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	11,353	100.0%		23,718	100.0%	
8. Middle Ground	**2,193**	**19.3%**	**177**	**4,002**	**16.9%**	**166**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	890	7.8%	339	1,534	6.5%	308
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,303	11.5%	502	2,468	10.4%	520
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**7**	**0.1%**	**4**	**1,224**	**5.2%**	**229**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	7	0.1%	13	1,224	5.2%	518
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

April 11, 2023

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Tapestry Segmentation Area Profile

Prepared using SchoolSite by DDP

Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	11,353	100.0%		23,718	100.0%	
1. Principal Urban Center	**1,062**	**9.4%**	**128**	**2,253**	**9.5%**	**140**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	1,062	9.4%	530	2,253	9.5%	680
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**890**	**7.8%**	**32**	**1,534**	**6.5%**	**37**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	890	7.8%	339	1,534	6.5%	308
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**2,027**	**17.9%**	**99**	**5,158**	**21.7%**	**129**
In Style (5B)	717	6.3%	282	1,466	6.2%	292
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,303	11.5%	502	2,468	10.4%	520
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	7	0.1%	13	1,224	5.2%	518

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
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April 11, 2023

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Tapestry Segmentation Area Profile

Prepared using SchoolSite by DDP

Tapestry Urbanization Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	11,353	100.0%		23,718	100.0%	
4. Suburban Periphery	**7,374**	**65.0%**	**203**	**14,773**	**62.3%**	**187**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	1,378	12.1%	738	2,932	12.4%	677
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	864	7.6%	257	1,723	7.3%	225
Exurbanites (1E)	2,498	22.0%	1,144	4,937	20.8%	1,057
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	1,608	14.2%	586	3,158	13.3%	545
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	1,026	9.0%	374	2,023	8.5%	366
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

April 11, 2023