

2010-2011

MDR's

Enrollment Comparison

Report



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School Spending
Information!**

Enrollment Comparison Report 2010-2011

Enrollment Comparison Report 2010-2011

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EXECUTIVE SUMMARY

The purpose of this report is to quantify year-to-year changes in K-12 public school enrollments at the national, state, and county levels for the 2010-2011 school year. Public school enrollment figures compiled by MDR show that the total K-12 student population of 48.5 million increased by 180,456 or +.37%. This is about the same growth rate experienced in the past several years.

Among the largest enrollment states, California led the way with almost 6.2 million students, increasing by approximately 11,200 (+.18%) over the prior year. Texas enrolled 4.9 million students and continues to outpace growth across the country with a 1.77% increase, more than 84,400 new students. Enrollment growth rates in Florida (+.70%), Illinois (+.70%), and Georgia (+.69%) all increased above the national average, while New York (-.51%), Pennsylvania (-.89%), and Michigan (-.46%) declined at higher rates compared with the rest of country.

The top ten enrollment states comprise over half (55%) of total national enrollment, and approximately 100,000 new students (55% of total enrollment growth) attended schools in these states in 2010-2011.

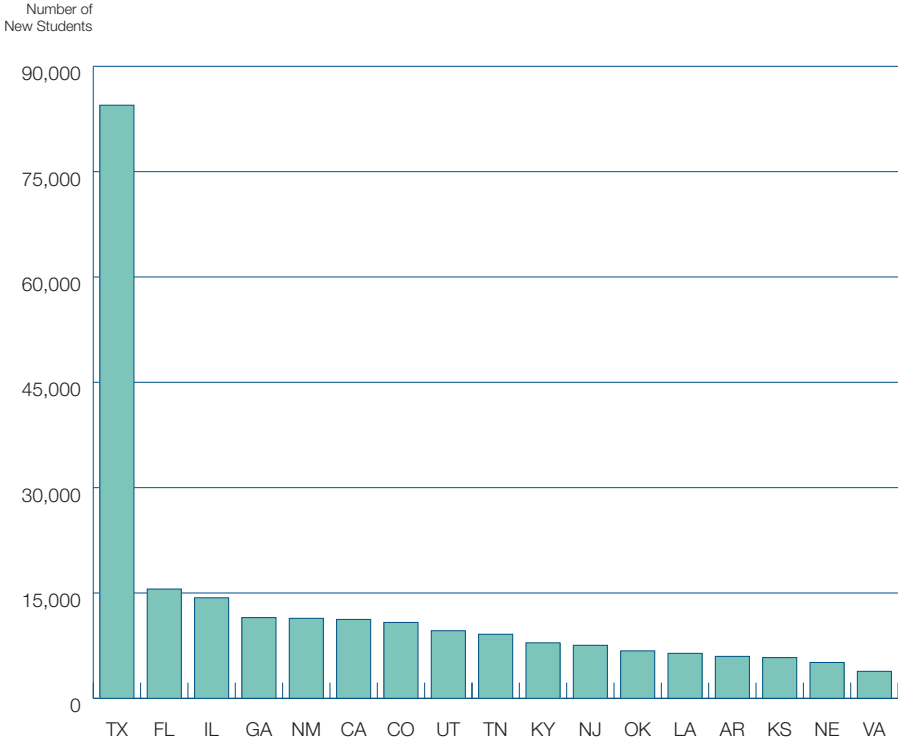
Top Ten States as a Percentage of Total U.S. Enrollment 2010-2011

State	2010 Enrollment	% Total Enrollment
California	6,187,425	12.8
Texas	4,862,063	10.0
New York	2,895,561	6.0
Florida	2,223,409	4.6
Illinois	2,068,025	4.3
Ohio	1,847,462	3.8
Pennsylvania	1,776,464	3.7
Georgia	1,679,998	3.5
Michigan	1,557,647	3.2
North Carolina	1,481,177	3.1
Total Top 10 Enrollment	26,579,231	54.8
Total U.S. Enrollment	48,513,647	

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For school marketers interested in focusing their efforts on the fastest-growing states, much of the recent enrollment growth has been contained within the following states:

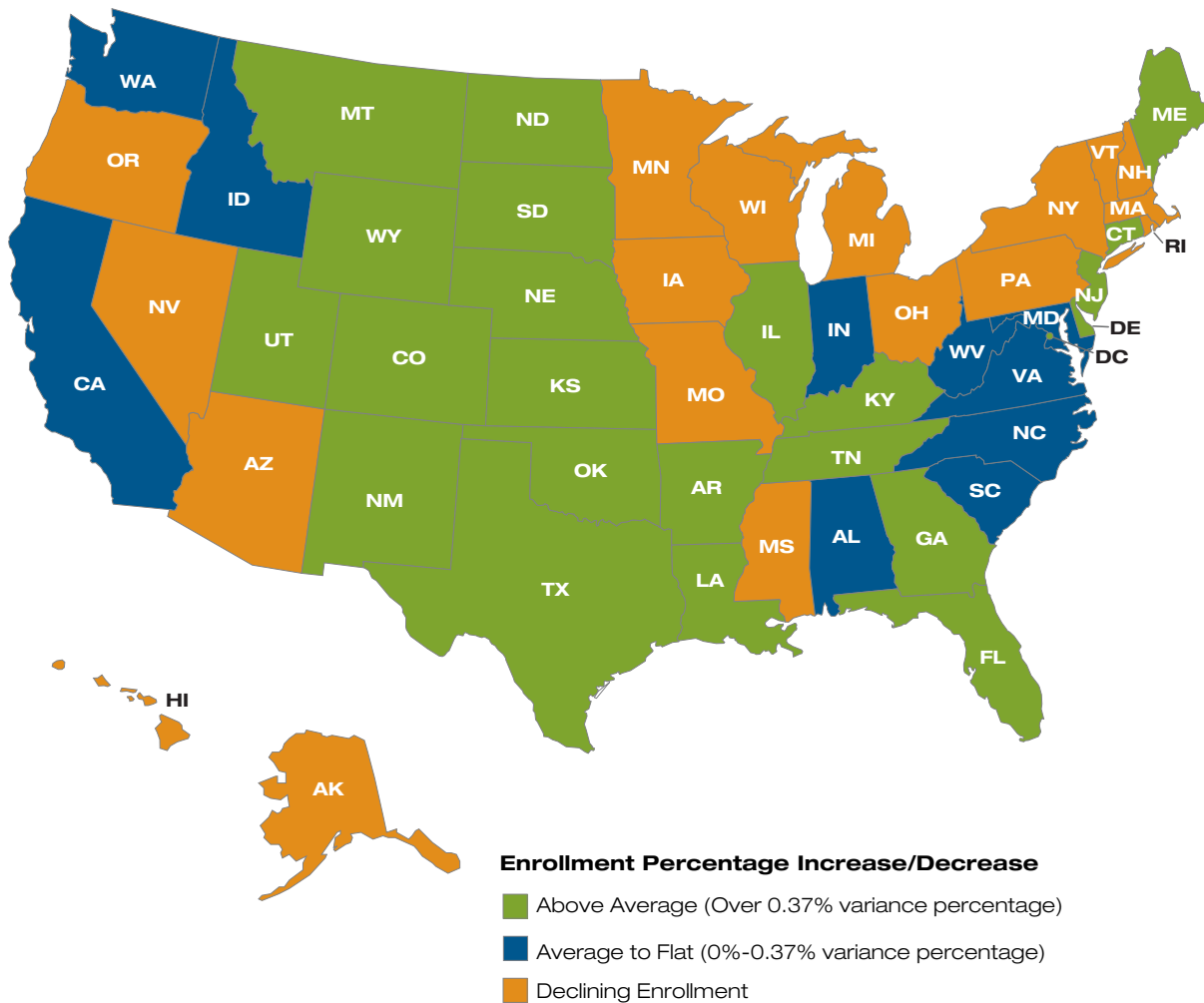
High-Growth States in 2010-2011 (5,000 or More New Students)



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On a percentage gain basis, New Mexico grew at the highest rate with a +3.54% gain over prior year, followed by enrollment increases in Delaware (+2.29%) and Wyoming (+2.06%). New Hampshire (-1.61%), Vermont (-.98%), and Pennsylvania (-.89%) experienced the most significant declines in enrollment growth rates this year. The following map compares all states by their enrollment growth rates relative to the national average of .37%.

Enrollment Growth vs. Decline 2010-2011



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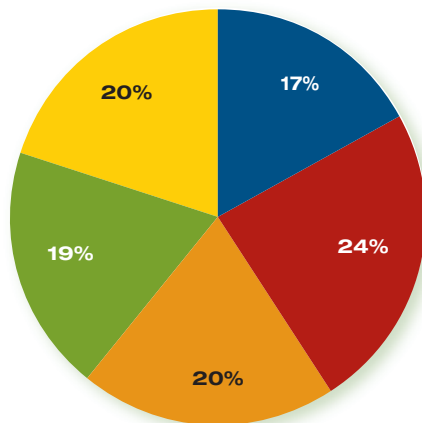
Regional Variations

At the regional level, the Southeast captures almost one-quarter (or 11.4 million students) of total U.S. enrollment, the highest among the five regions. Enrollment is evenly split among the Midwest (9.8 million), West (9.5 million), and Southwest (9.3 million), while the Northeast carries the smallest portion at 8.4 million students.

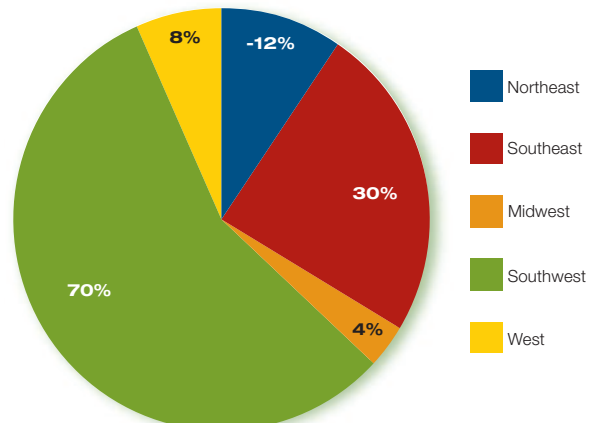
However, in terms of percentage of total enrollment growth, the Southwest contributed the most (70% or 126,300 new students) toward the 2010-2011 national enrollment gain, fueled primarily by Texas, with an increase of 84,400 students or 47% of the national total increase. Both New Mexico (+11,400) and Colorado (+10,800) also contributed strong growth to this region. The Southeast region ranked second in growth (30%), due to strong gains in Florida, Georgia, and Tennessee, with a combined increase of 36,180 (20% of national total enrollment growth).

The West added 15,260 new students or 8% of total national increase, as a result of growth in California (+11,200), Utah (+9,600), and Wyoming (+1,800), which offset a total decline of students (-9,700) in Oregon, Nevada, Hawaii, and Alaska. The Midwest experienced slight growth (4%), with increases in Illinois and Nebraska (19,400), but enrollment decreases in Michigan (-7,200), Wisconsin (-2,900), and Ohio (-2,200). The Northeast continues to experience declining enrollments (-22,300), with six out of ten states experiencing decreases. Pennsylvania (-16,000) and New York (-14,850) had the largest declines this year.

Percentage of Total Enrollment 2010-2011 by Region



Percentage of Total Enrollment Increase 2010-2011 by Region



The five regions are comprised of the following states:

Northeast – CT, DE, MA, ME, NH, NJ, NY, PA, RI, VT

Southeast – AL, DC, FL, GA, KY, MD, MS, NC, SC, TN, VA, WV

Midwest – IA, IL, IN, MI, MN, MO, ND, NE, OH, SD, WI

Southwest – AR, AZ, CO, KS, LA, NM, OK, TX

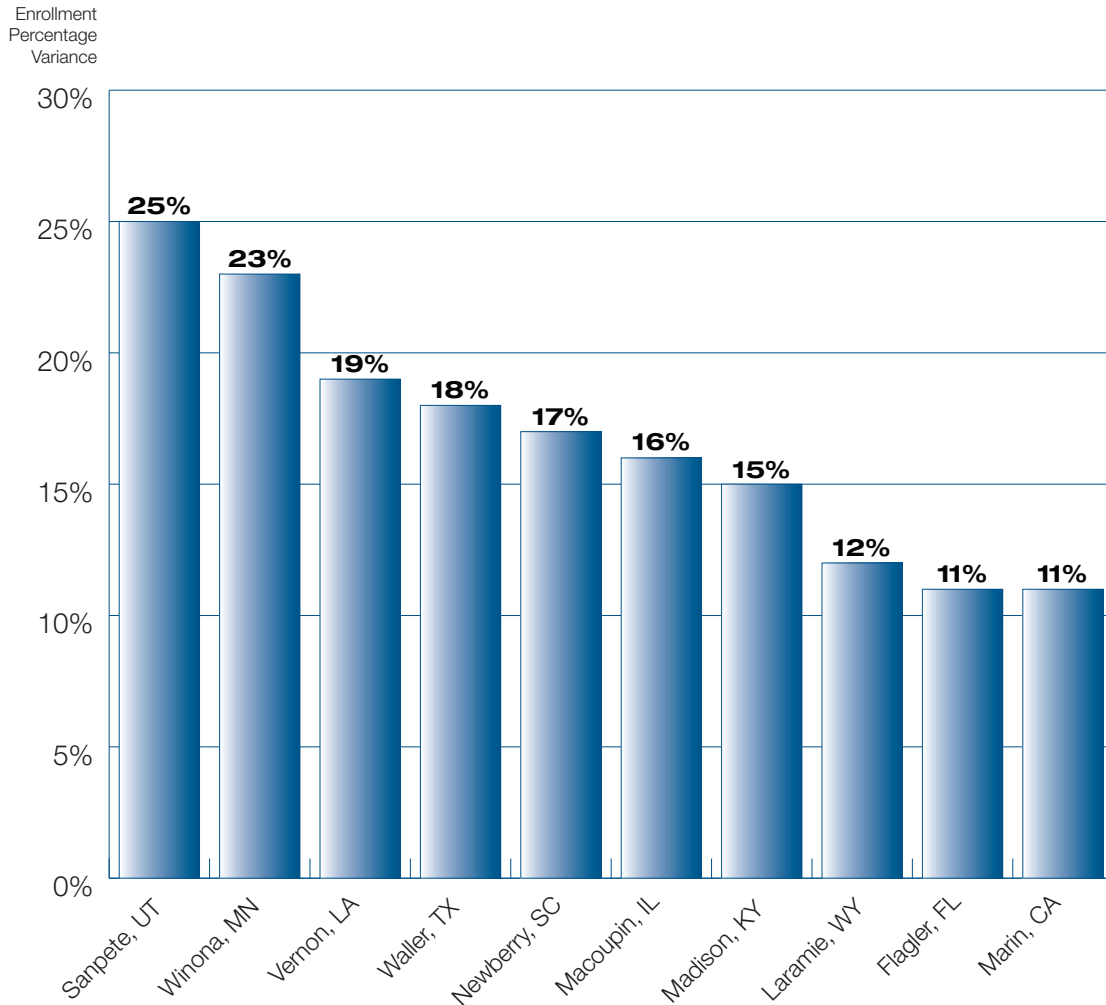
West – AK, CA, HI, ID, MT, NV, OR, UT, WA, WY

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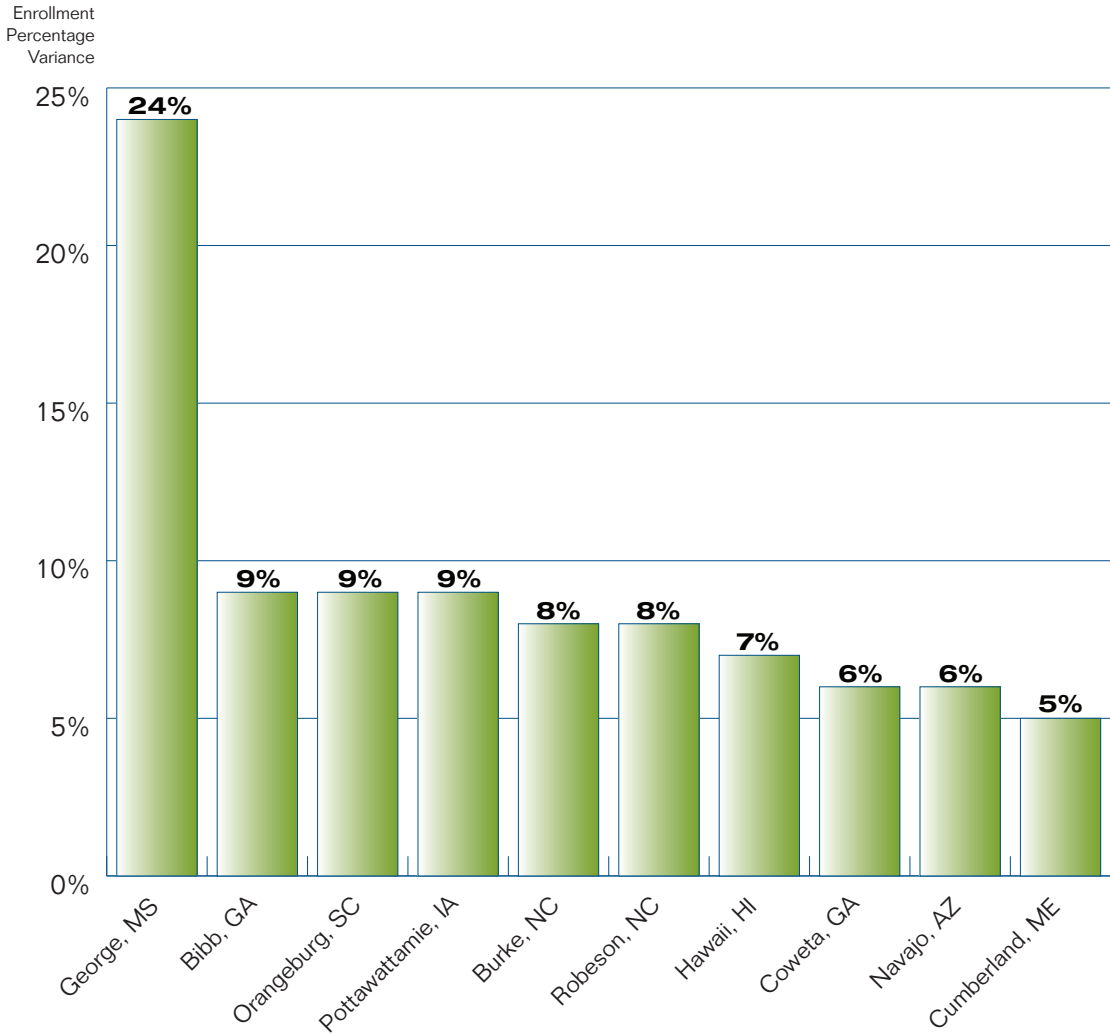
Fastest-Growing Counties

It is not surprising that seven out of ten high-growth counties were located in top enrollment growth states, including Sanpete, UT (+25%); Vernon, LA (+19%); Waller, TX (+18%); Macoupin, IL (+16%); Madison, KY (+15%); Flagler, FL (+11%); and Marin, CA (+11%). On the other hand, six out of ten fastest-declining counties were in the Southeast, including George, MS (-24%); Orangeburg, SC (-9%); Bibb (-9%) and Coweta (-6%) in GA; and Burke (-8%) and Robeson (-8%) in NC.

Top Ten Growth Counties 2010-2011 by Enrollment Percentage Increase



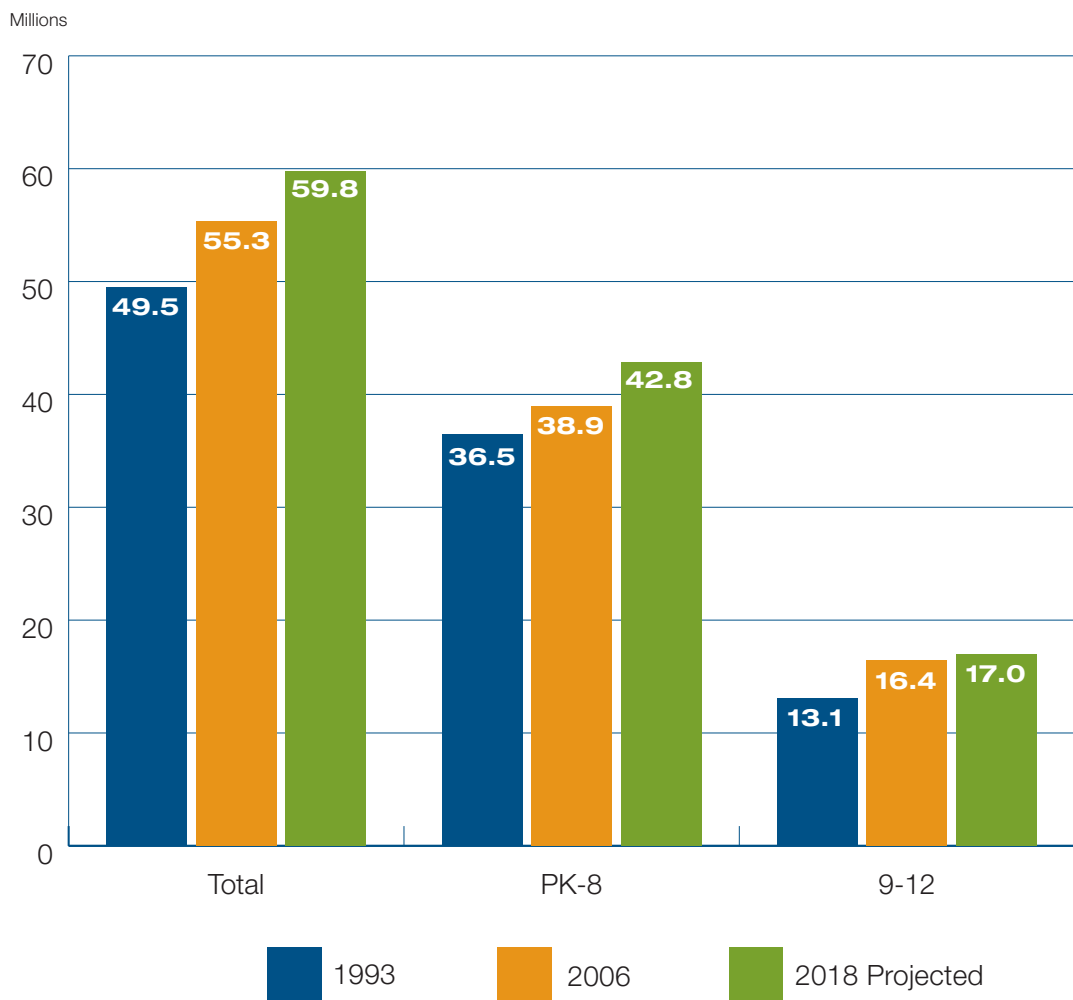
Top Ten Counties 2010-2011
by Enrollment Percentage Decrease



NCES Enrollment Projections

According to NCES, total elementary and secondary enrollment increased 12% between 1993 and 2006 and is projected to increase an additional 8% between 2006 and 2018. Enrollment in Grades PK-8 increased 7% between 1993 and 2006 and is projected to increase an additional 10% between 2006 and 2018. Enrollment in Grades 9-12 increased 26% between 1993 and 2006 and is projected to increase an additional 3% between 2006 and 2018.

Actual and Projected Numbers for Elementary and Secondary Enrollment
(Total and by Grade Level: Selected Years, 1993-2018)



NOTE: Detail may not sum to totals because of rounding. The private school number for 2006 is estimated using data from the Private School Universe Survey.

SOURCE: U.S. Department of Education, NCES, Common Core of Data surveys, various years; Private School Universe Survey, various years; and National Elementary and Secondary School Enrollment Model.

Enrollment in public elementary and secondary schools increased 1% between 1993 and 2006 and is projected to increase an additional 9% between 2006 and 2018. Enrollment in private elementary and secondary schools decreased by 1% between 1993 and 2006 and is projected to decrease an additional 2% between 2006 and 2018.

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MDR ENROLLMENT COMPARISON TABLES

Contained in the body of this report is a series of data tables pinpointing the year-to-year enrollment changes nationally, by state, and by county, enabling the reader to investigate gains and losses of student population on a national scale, in a particular region of the country, and/or in individual states and counties. The first table presents an overview of the states in alphabetical order. The second table ranks the states from highest to lowest enrollment gains/losses in terms of number of students, while the third table ranks state-by-state gains/losses on a percentage basis. The fourth table examines the county level, ranking enrollment gains/losses in terms of number of students. The fifth and final table shows county enrollment changes arranged in descending order of variance within each state.

School Enrollments by State – Fall 2009 vs. Fall 2010

Sequence: State enrollment comparisons arranged alphabetically.

State	2009/2010 Enrollment	2010/2011 Enrollment	Variance	% Variance
Alabama	738,263	740,405	2,142	0.29%
Alaska	128,627	127,523	-1,104	-0.86%
Arizona	1,082,154	1,076,889	-5,265	-0.49%
Arkansas	468,352	474,325	5,973	1.28%
California	6,176,192	6,187,425	11,233	0.18%
Colorado	810,213	821,018	10,805	1.33%
Connecticut	562,101	565,622	3,521	0.63%
Delaware	124,725	127,582	2,857	2.29%
District of Columbia	68,971	69,978	1,007	1.46%
Florida	2,207,846	2,223,409	15,563	0.70%
Georgia	1,668,502	1,679,998	11,496	0.69%
Hawaii	173,317	172,205	-1,112	-0.64%
Idaho	270,567	271,435	868	0.32%
Illinois	2,053,705	2,068,025	14,320	0.70%
Indiana	1,043,548	1,043,587	39	0.00%
Iowa	484,165	483,906	-259	-0.05%
Kansas	465,478	471,276	5,798	1.25%
Kentucky	671,288	679,192	7,904	1.18%
Louisiana	614,910	621,315	6,405	1.04%
Maine	184,161	186,538	2,377	1.29%
Maryland	831,531	832,076	545	0.07%
Massachusetts	969,807	966,894	-2,913	-0.30%
Michigan	1,564,847	1,557,647	-7,200	-0.46%
Minnesota	794,958	793,804	-1,154	-0.15%
Mississippi	504,929	502,454	-2,475	-0.49%
Missouri	667,093	666,116	-977	-0.15%
Montana	140,310	141,121	811	0.58%

School Enrollments by State – Fall 2009 vs. Fall 2010 (continued)

State	2009/2010 Enrollment	2010/2011 Enrollment	Variance	% Variance
Nebraska	293,883	298,985	5,102	1.74%
Nevada	436,118	432,495	-3,623	-0.83%
New Hampshire	198,404	195,200	-3,204	-1.61%
New Jersey	1,400,489	1,408,040	7,551	0.54%
New Mexico	322,083	333,475	11,392	3.54%
New York	2,910,411	2,895,561	-14,850	-0.51%
North Carolina	1,478,873	1,481,177	2,304	0.16%
North Dakota	96,030	97,496	1,466	1.53%
Ohio	1,849,717	1,847,462	-2,255	-0.12%
Oklahoma	670,029	676,789	6,760	1.01%
Oregon	554,181	550,261	-3,920	-0.71%
Pennsylvania	1,792,487	1,776,464	-16,023	-0.89%
Rhode Island	146,138	145,384	-754	-0.52%
South Carolina	715,656	717,185	1,529	0.21%
South Dakota	126,459	128,116	1,657	1.31%
Tennessee	976,179	985,302	9,123	0.93%
Texas	4,777,600	4,862,063	84,463	1.77%
Utah	558,196	567,820	9,624	1.72%
Vermont	90,107	89,228	-879	-0.98%
Virginia	1,241,309	1,245,153	3,844	0.31%
Washington	1,003,472	1,004,148	676	0.07%
West Virginia	282,168	282,544	376	0.13%
Wisconsin	854,832	851,916	-2,916	-0.34%
Wyoming	87,810	89,618	1,808	2.06%
TOTAL	48,333,191	48,513,647	180,456	0.37%

School Enrollments by State – Fall 2009 vs. Fall 2010

Sequence: State enrollment comparisons arranged in descending order by enrollment variance.
(Gains/losses in number of students over prior year.)

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TOTAL	48,333,191	48,513,647	180,456	0.37%

School Enrollment Variances by County – Fall 2009 vs. Fall 2010

Sequence: County enrollment variances (1,000 students or more) arranged in descending order by enrollment variance.

State/County		2009/2010 Enrollment	2010/2011 Enrollment	Variance	% Variance
INCREASES					
IL	Cook	794,478	812,126	17,648	2.22%
FL	Duval	123,040	131,165	8,125	6.60%
TX	Bexar	307,263	315,308	8,045	2.62%
TX	Harris	720,562	726,585	6,023	0.84%
TX	Collin	161,292	167,088	5,796	3.59%
NM	Bernalillo	89,818	95,540	5,722	6.37%
TX	El Paso	171,819	177,485	5,666	3.30%
CT	Hartford	142,761	148,039	5,278	3.70%
VA	Prince William	74,060	79,328	5,268	7.11%
CA	Santa Clara	258,115	263,168	5,053	1.96%
TX	Dallas	426,038	430,578	4,540	1.07%
TX	Hidalgo	199,777	204,231	4,454	2.23%
TX	Denton	105,138	109,436	4,298	4.09%
FL	Hillsborough	192,389	196,600	4,211	2.19%
GA	Fulton	136,716	140,503	3,787	2.77%
TX	Bell	61,666	65,399	3,733	6.05%
GA	Forsyth	33,814	37,465	3,651	10.80%
NY	Erie	128,068	131,678	3,610	2.82%
TX	Williamson	96,863	100,420	3,557	3.67%
SC	Charleston	41,445	44,963	3,518	8.49%
NC	Wake	139,599	143,000	3,401	2.44%
CA	Marin	29,728	33,052	3,324	11.18%
NE	Douglas	85,063	88,307	3,244	3.81%
UT	Salt Lake	180,962	184,070	3,108	1.72%
TX	Johnson	29,030	32,087	3,057	10.53%
FL	Volusia	62,131	65,185	3,054	4.92%
NC	Mecklenburg	134,448	137,458	3,010	2.24%
GA	Clayton	50,026	53,000	2,974	5.94%
VA	Loudoun	60,096	63,000	2,904	4.83%
TX	Tarrant	329,970	332,767	2,797	0.85%
CO	Arapahoe	103,421	106,199	2,778	2.69%
CA	Tulare	94,212	96,988	2,776	2.95%
TX	Fort Bend	157,271	160,031	2,760	1.75%
NJ	Union	87,555	90,275	2,720	3.11%
OK	Oklahoma	116,502	119,211	2,709	2.33%
WA	Benton	29,968	32,654	2,686	8.96%
CA	San Joaquin	133,162	135,834	2,672	2.01%
LA	Calcasieu	32,421	35,000	2,579	7.95%
ID	Ada	63,802	66,203	2,401	3.76%
OK	Cleveland	42,524	44,895	2,371	5.58%
OH	Franklin	184,519	186,853	2,334	1.26%
FL	Palm Beach	168,751	171,000	2,249	1.33%

**School Enrollment Variances by County – Fall 2009 vs. Fall 2010
(continued)**

State/County	2009/2010 Enrollment	2010/2011 Enrollment	Variance	% Variance
TN Shelby	156,041	158,270	2,229	1.43%
PA Chester	64,337	66,547	2,210	3.44%
GA Cherokee	36,636	38,828	2,192	5.98%
CA Sacramento	228,874	231,017	2,143	0.94%
GA Gwinnett	163,080	165,174	2,094	1.28%
GA Columbia	22,929	25,000	2,071	9.03%
TN Williamson	34,118	36,145	2,027	5.94%
TX Galveston	73,822	75,822	2,000	2.71%
MD Montgomery	138,000	140,000	2,000	1.45%
LA St Tammany	35,055	37,000	1,945	5.55%
IN Hamilton	50,446	52,352	1,906	3.78%
KS Johnson	88,312	90,214	1,902	2.15%
OH Cuyahoga	178,499	180,383	1,884	1.06%
NC New Hanover	23,614	25,485	1,871	7.92%
NM Sandoval	18,844	20,667	1,823	9.67%
TN Rutherford	44,458	46,191	1,733	3.90%
NE Lancaster	38,903	40,609	1,706	4.39%
LA Vernon	8,946	10,621	1,675	18.72%
CO Adams	80,048	81,698	1,650	2.06%
CO Denver	78,685	80,333	1,648	2.09%
WY Laramie	13,805	15,424	1,619	11.73%
TX Travis	137,979	139,595	1,616	1.17%
GA Chatham	34,400	36,000	1,600	4.65%
LA Ouachita	27,800	29,386	1,586	5.71%
KY Madison	10,467	12,044	1,577	15.07%
OH Licking	27,547	29,115	1,568	5.69%
MO Clay	37,149	38,672	1,523	4.10%
OK Tulsa	115,513	117,021	1,508	1.31%
AL Baldwin	27,000	28,500	1,500	5.56%
TX Cameron	101,189	102,623	1,434	1.42%
IL Will	114,467	115,900	1,433	1.25%
IL Winnebago	46,291	47,711	1,420	3.07%
WA Snohomish	104,758	106,170	1,412	1.35%
IN Marion	131,223	132,631	1,408	1.07%
MI Macomb	126,285	127,660	1,375	1.09%
FL Flagler	12,000	13,355	1,355	11.29%
TX Waller	7,467	8,785	1,318	17.65%
DE New Castle	66,994	68,312	1,318	1.97%
LA Bossier	19,192	20,500	1,308	6.82%
HI Honolulu	117,447	118,745	1,298	1.11%
TX Hays	28,057	29,330	1,273	4.54%
WI Dane	66,079	67,316	1,237	1.87%
MN Winona	5,358	6,583	1,225	22.86%
IL Macoupin	7,383	8,600	1,217	16.48%
SD Minnehaha	28,138	29,347	1,209	4.30%

**School Enrollment Variances by County – Fall 2009 vs. Fall 2010
(continued)**

State/County	2009/2010 Enrollment	2010/2011 Enrollment	Variance	% Variance
MA Middlesex	208,224	209,431	1,207	0.58%
CA Fresno	188,569	189,773	1,204	0.64%
WA Clark	74,773	75,965	1,192	1.59%
NJ Ocean	78,270	79,455	1,185	1.51%
TX Jefferson	39,881	41,056	1,175	2.95%
OH Delaware	26,497	27,630	1,133	4.28%
NJ Passaic	79,842	80,958	1,116	1.40%
UT Sanpete	4,370	5,453	1,083	24.78%
ND Burleigh	10,722	11,805	1,083	10.10%
TX Webb	65,901	66,978	1,077	1.63%
NJ Hudson	80,397	81,472	1,075	1.34%
SC Lexington	51,523	52,583	1,060	2.06%
PA Montgomery	103,035	104,095	1,060	1.03%
IL Du Page	159,126	160,180	1,054	0.66%
AR Pulaski	53,359	54,400	1,041	1.95%
MD Anne Arundel	74,500	75,526	1,026	1.38%
GA Hall	31,988	33,000	1,012	3.16%
KS Sedgwick	80,503	81,513	1,010	1.25%
CA Nevada	12,005	13,014	1,009	8.40%
SC Newberry	5,942	6,947	1,005	16.91%
VA Arlington	20,000	21,000	1,000	5.00%
KY Fayette	36,000	37,000	1,000	2.78%
LA Caddo	42,000	43,000	1,000	2.38%
UT Davis	65,000	66,000	1,000	1.54%
DECREASES				
VA Chesterfield	60,000	59,000	-1,000	-1.67%
CA San Francisco	56,350	55,350	-1,000	-1.77%
NC Durham	34,000	33,000	-1,000	-2.94%
VA Newport News City	33,133	32,133	-1,000	-3.02%
PA Washington	29,624	28,610	-1,014	-3.42%
MS George	4,234	3,201	-1,033	-24.40%
CA Ventura	140,241	139,194	-1,047	-0.75%
NY Schenectady	23,508	22,459	-1,049	-4.46%
MI Genesee	70,969	69,914	-1,055	-1.49%
FL Seminole	64,056	63,000	-1,056	-1.65%
TX Smith	34,855	33,785	-1,070	-3.07%
OH Hamilton	112,385	111,314	-1,071	-0.95%
CA Sonoma	68,252	67,160	-1,092	-1.60%
PA Lehigh	50,770	49,673	-1,097	-2.16%
NC Burke	14,420	13,320	-1,100	-7.63%
WI Brown	43,099	41,981	-1,118	-2.59%
FL Brevard	72,375	71,252	-1,123	-1.55%
PA Erie	39,747	38,604	-1,143	-2.88%
AZ Navajo	19,634	18,489	-1,145	-5.83%
IN St Joseph	40,194	39,048	-1,146	-2.85%
MA Bristol	80,494	79,331	-1,163	-1.44%

**School Enrollment Variances by County – Fall 2009 vs. Fall 2010
(continued)**

State/County	2009/2010 Enrollment	2010/2011 Enrollment	Variance	% Variance
NC Union	39,366	38,200	-1,166	-2.96%
NY Nassau	209,430	208,232	-1,198	-0.57%
AK Anchorage	49,505	48,300	-1,205	-2.43%
ID Canyon	34,313	33,093	-1,220	-3.56%
OR Washington	82,616	81,383	-1,233	-1.49%
GA Cobb	115,245	114,000	-1,245	-1.08%
SC Horry	38,263	37,000	-1,263	-3.30%
UT Utah	109,232	107,950	-1,282	-1.17%
MN Dakota	72,573	71,287	-1,286	-1.77%
IL Kane	122,310	120,984	-1,326	-1.08%
OH Lucas	61,432	60,041	-1,391	-2.26%
PA Westmoreland	52,535	51,111	-1,424	-2.71%
OH Stark	65,040	63,570	-1,470	-2.26%
NH Hillsborough	64,566	63,089	-1,477	-2.29%
IA Pottawattamie	17,240	15,761	-1,479	-8.58%
GA Coweta	23,500	22,000	-1,500	-6.38%
SC Orangeburg	17,362	15,862	-1,500	-8.64%
PA Bucks	92,721	91,218	-1,503	-1.62%
KY Jefferson	99,599	97,967	-1,632	-1.64%
OH Lorain	48,652	46,998	-1,654	-3.40%
NV Clark	314,000	312,312	-1,688	-0.54%
MO Greene	39,653	37,915	-1,738	-4.38%
IL Lake	140,861	139,116	-1,745	-1.24%
NC Robeson	24,000	22,185	-1,815	-7.56%
HI Hawaii	25,500	23,650	-1,850	-7.25%
MN Ramsey	76,228	74,370	-1,858	-2.44%
NY Onondaga	72,442	70,583	-1,859	-2.57%
NY Orange	67,251	65,381	-1,870	-2.78%
ME Cumberland	39,607	37,688	-1,919	-4.85%
MI Oakland	185,207	183,283	-1,924	-1.04%
NV Washoe	65,000	63,000	-2,000	-3.08%
WA King	254,048	251,979	-2,069	-0.81%
OH Montgomery	76,686	74,581	-2,105	-2.74%
VA Henrico	48,822	46,700	-2,122	-4.35%
WA Pierce	127,099	124,968	-2,131	-1.68%
MA Suffolk	72,631	70,382	-2,249	-3.10%
GA Bibb	25,900	23,623	-2,277	-8.79%
NY Monroe	116,331	113,948	-2,383	-2.05%
MN Anoka	63,303	60,916	-2,387	-3.77%
MO St Charles	60,038	57,420	-2,618	-4.36%
AZ Maricopa	617,163	614,387	-2,776	-0.45%
PA Allegheny	155,577	152,691	-2,886	-1.86%
FL Orange	178,375	175,480	-2,895	-1.62%
WI Milwaukee	134,472	131,517	-2,955	-2.20%
CA San Diego	492,943	489,659	-3,284	-0.67%

**School Enrollment Variances by County – Fall 2009 vs. Fall 2010
(continued)**

State/County		2009/2010 Enrollment	2010/2011 Enrollment	Variance	% Variance
CA	San Bernardino	414,051	410,458	-3,593	-0.87%
PA	Philadelphia	206,000	202,093	-3,907	-1.90%
AZ	Pima	134,848	130,495	-4,353	-3.23%
GA	De Kalb	103,979	99,349	-4,630	-4.45%
FL	Miami-Dade	345,458	335,407	-10,051	-2.91%
TOTAL		18,355,632	18,503,649	148,017	0.81%

School Enrollment Variances by County – Fall 2009 vs. Fall 2010

Sequence: County enrollment variances (1,000 students or more) arranged in descending order by enrollment variance within each state.

State/County	2009/2010 Enrollment	2010/2011 Enrollment	Variance	% Variance
AK Anchorage	49,505	48,300	-1,205	-2.43%
AL Baldwin	27,000	28,500	1,500	5.56%
AR Pulaski	53,359	54,400	1,041	1.95%
AZ Navajo	19,634	18,489	-1,145	-5.83%
AZ Maricopa	617,163	614,387	-2,776	-0.45%
AZ Pima	134,848	130,495	-4,353	-3.23%
CA Santa Clara	258,115	263,168	5,053	1.96%
CA Marin	29,728	33,052	3,324	11.18%
CA Tulare	94,212	96,988	2,776	2.95%
CA San Joaquin	133,162	135,834	2,672	2.01%
CA Sacramento	228,874	231,017	2,143	0.94%
CA Fresno	188,569	189,773	1,204	0.64%
CA Nevada	12,005	13,014	1,009	8.40%
CA San Francisco	56,350	55,350	-1,000	-1.77%
CA Ventura	140,241	139,194	-1,047	-0.75%
CA Sonoma	68,252	67,160	-1,092	-1.60%
CA San Diego	492,943	489,659	-3,284	-0.67%
CA San Bernardino	414,051	410,458	-3,593	-0.87%
CO Arapahoe	103,421	106,199	2,778	2.69%
CO Adams	80,048	81,698	1,650	2.06%
CO Denver	78,685	80,333	1,648	2.09%
CT Hartford	142,761	148,039	5,278	3.70%
DE New Castle	66,994	68,312	1,318	1.97%
FL Duval	123,040	131,165	8,125	6.60%
FL Hillsborough	192,389	196,600	4,211	2.19%
FL Volusia	62,131	65,185	3,054	4.92%
FL Palm Beach	168,751	171,000	2,249	1.33%
FL Flagler	12,000	13,355	1,355	11.29%
FL Seminole	64,056	63,000	-1,056	-1.65%
FL Brevard	72,375	71,252	-1,123	-1.55%
FL Orange	178,375	175,480	-2,895	-1.62%
FL Miami-Dade	345,458	335,407	-10,051	-2.91%
GA Fulton	136,716	140,503	3,787	2.77%
GA Forsyth	33,814	37,465	3,651	10.80%
GA Clayton	50,026	53,000	2,974	5.94%
GA Cherokee	36,636	38,828	2,192	5.98%
GA Gwinnett	163,080	165,174	2,094	1.28%
GA Columbia	22,929	25,000	2,071	9.03%
GA Chatham	34,400	36,000	1,600	4.65%
GA Hall	31,988	33,000	1,012	3.16%
GA Cobb	115,245	114,000	-1,245	-1.08%
GA Coweta	23,500	22,000	-1,500	-6.38%
GA Bibb	25,900	23,623	-2,277	-8.79%
GA De Kalb	103,979	99,349	-4,630	-4.45%
HI Honolulu	117,447	118,745	1,298	1.11%
HI Hawaii	25,500	23,650	-1,850	-7.25%

**School Enrollment Variances by County – Fall 2009 vs. Fall 2010
(continued)**

State/County	2009/2010 Enrollment	2010/2011 Enrollment	Variance	% Variance
IA Pottawattamie	17,240	15,761	-1,479	-8.58%
ID Ada	63,802	66,203	2,401	3.76%
ID Canyon	34,313	33,093	-1,220	-3.56%
IL Cook	794,478	812,126	17,648	2.22%
IL Will	114,467	115,900	1,433	1.25%
IL Winnebago	46,291	47,711	1,420	3.07%
IL Macoupin	7,383	8,600	1,217	16.48%
IL Du Page	159,126	160,180	1,054	0.66%
IL Kane	122,310	120,984	-1,326	-1.08%
IL Lake	140,861	139,116	-1,745	-1.24%
IN Hamilton	50,446	52,352	1,906	3.78%
IN Marion	131,223	132,631	1,408	1.07%
IN St Joseph	40,194	39,048	-1,146	-2.85%
KS Johnson	88,312	90,214	1,902	2.15%
KS Sedgwick	80,503	81,513	1,010	1.25%
KY Madison	10,467	12,044	1,577	15.07%
KY Fayette	36,000	37,000	1,000	2.78%
KY Jefferson	99,599	97,967	-1,632	-1.64%
LA Calcasieu	32,421	35,000	2,579	7.95%
LA St Tammany	35,055	37,000	1,945	5.55%
LA Vernon	8,946	10,621	1,675	18.72%
LA Ouachita	27,800	29,386	1,586	5.71%
LA Bossier	19,192	20,500	1,308	6.82%
LA Caddo	42,000	43,000	1,000	2.38%
MA Middlesex	208,224	209,431	1,207	0.58%
MA Bristol	80,494	79,331	-1,163	-1.44%
MA Suffolk	72,631	70,382	-2,249	-3.10%
MD Montgomery	138,000	140,000	2,000	1.45%
MD Anne Arundel	74,500	75,526	1,026	1.38%
ME Cumberland	39,607	37,688	-1,919	-4.85%
MI Macomb	126,285	127,660	1,375	1.09%
MI Genesee	70,969	69,914	-1,055	-1.49%
MI Oakland	185,207	183,283	-1,924	-1.04%
MN Winona	5,358	6,583	1,225	22.86%
MN Dakota	72,573	71,287	-1,286	-1.77%
MN Ramsey	76,228	74,370	-1,858	-2.44%
MN Anoka	63,303	60,916	-2,387	-3.77%
MO Clay	37,149	38,672	1,523	4.10%
MO Greene	39,653	37,915	-1,738	-4.38%
MO St Charles	60,038	57,420	-2,618	-4.36%
MS George	4,234	3,201	-1,033	-24.40%
NC Wake	139,599	143,000	3,401	2.44%
NC Mecklenburg	134,448	137,458	3,010	2.24%
NC New Hanover	23,614	25,485	1,871	7.92%
NC Durham	34,000	33,000	-1,000	-2.94%
NC Burke	14,420	13,320	-1,100	-7.63%

**School Enrollment Variances by County – Fall 2009 vs. Fall 2010
(continued)**

State/County	2009/2010 Enrollment	2010/2011 Enrollment	Variance	% Variance
NC Union	39,366	38,200	-1,166	-2.96%
NC Robeson	24,000	22,185	-1,815	-7.56%
ND Burleigh	10,722	11,805	1,083	10.10%
NE Douglas	85,063	88,307	3,244	3.81%
NE Lancaster	38,903	40,609	1,706	4.39%
NH Hillsborough	64,566	63,089	-1,477	-2.29%
NJ Union	87,555	90,275	2,720	3.11%
NJ Ocean	78,270	79,455	1,185	1.51%
NJ Passaic	79,842	80,958	1,116	1.40%
NJ Hudson	80,397	81,472	1,075	1.34%
NM Bernalillo	89,818	95,540	5,722	6.37%
NM Sandoval	18,844	20,667	1,823	9.67%
NV Clark	314,000	312,312	-1,688	-0.54%
NV Washoe	65,000	63,000	-2,000	-3.08%
NY Erie	128,068	131,678	3,610	2.82%
NY Schenectady	23,508	22,459	-1,049	-4.46%
NY Nassau	209,430	208,232	-1,198	-0.57%
NY Onondaga	72,442	70,583	-1,859	-2.57%
NY Orange	67,251	65,381	-1,870	-2.78%
NY Monroe	116,331	113,948	-2,383	-2.05%
OH Franklin	184,519	186,853	2,334	1.26%
OH Cuyahoga	178,499	180,383	1,884	1.06%
OH Licking	27,547	29,115	1,568	5.69%
OH Delaware	26,497	27,630	1,133	4.28%
OH Hamilton	112,385	111,314	-1,071	-0.95%
OH Lucas	61,432	60,041	-1,391	-2.26%
OH Stark	65,040	63,570	-1,470	-2.26%
OH Lorain	48,652	46,998	-1,654	-3.40%
OH Montgomery	76,686	74,581	-2,105	-2.74%
OK Oklahoma	116,502	119,211	2,709	2.33%
OK Cleveland	42,524	44,895	2,371	5.58%
OK Tulsa	115,513	117,021	1,508	1.31%
OR Washington	82,616	81,383	-1,233	-1.49%
PA Chester	64,337	66,547	2,210	3.44%
PA Montgomery	103,035	104,095	1,060	1.03%
PA Washington	29,624	28,610	-1,014	-3.42%
PA Lehigh	50,770	49,673	-1,097	-2.16%
PA Erie	39,747	38,604	-1,143	-2.88%
PA Westmoreland	52,535	51,111	-1,424	-2.71%
PA Bucks	92,721	91,218	-1,503	-1.62%
PA Allegheny	155,577	152,691	-2,886	-1.86%
PA Philadelphia	206,000	202,093	-3,907	-1.90%
SC Charleston	41,445	44,963	3,518	8.49%
SC Lexington	51,523	52,583	1,060	2.06%
SC Newberry	5,942	6,947	1,005	16.91%
SC Horry	38,263	37,000	-1,263	-3.30%
SC Orangeburg	17,362	15,862	-1,500	-8.64%

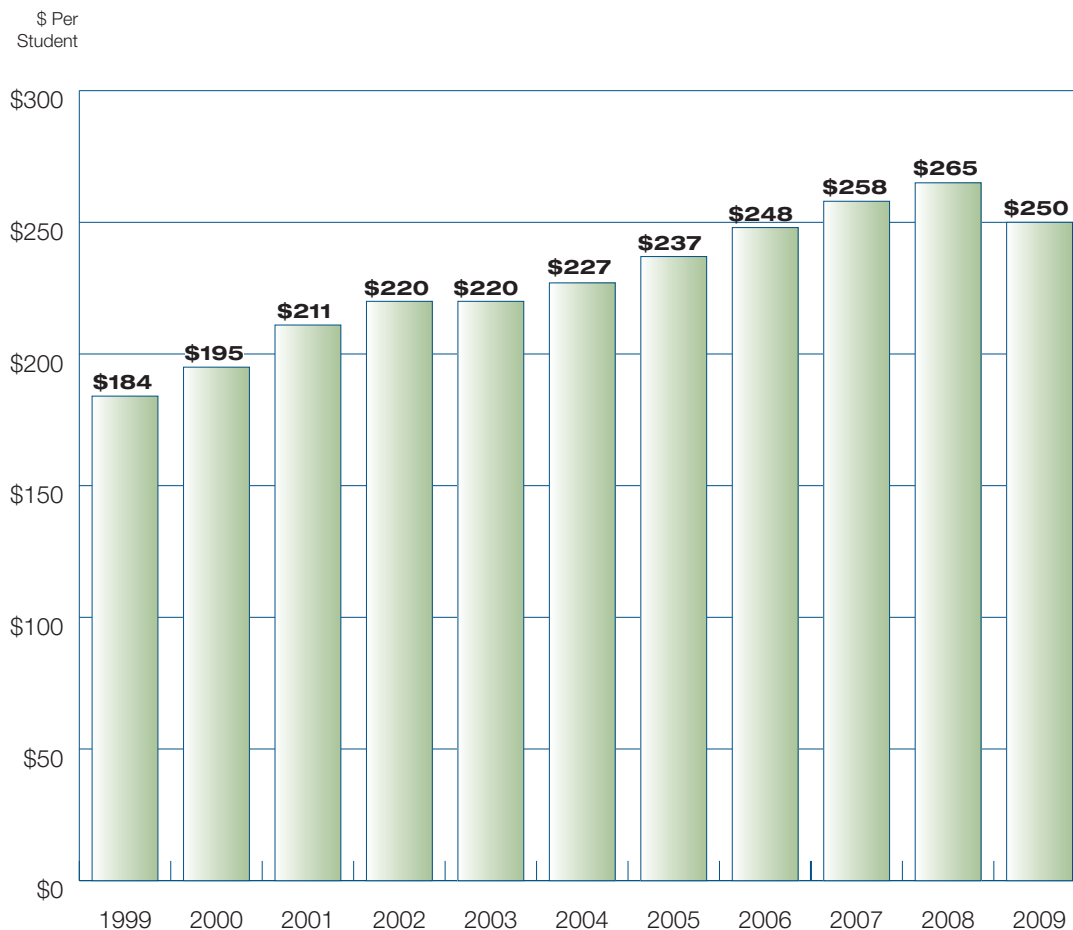
**School Enrollment Variances by County – Fall 2009 vs. Fall 2010
(continued)**

State/County	2009/2010 Enrollment	2010/2011 Enrollment	Variance	% Variance
SD Minnehaha	28,138	29,347	1,209	4.30%
TN Shelby	156,041	158,270	2,229	1.43%
TN Williamson	34,118	36,145	2,027	5.94%
TN Rutherford	44,458	46,191	1,733	3.90%
TX Bexar	307,263	315,308	8,045	2.62%
TX Harris	720,562	726,585	6,023	0.84%
TX Collin	161,292	167,088	5,796	3.59%
TX El Paso	171,819	177,485	5,666	3.30%
TX Dallas	426,038	430,578	4,540	1.07%
TX Hidalgo	199,777	204,231	4,454	2.23%
TX Denton	105,138	109,436	4,298	4.09%
TX Bell	61,666	65,399	3,733	6.05%
TX Williamson	96,863	100,420	3,557	3.67%
TX Johnson	29,030	32,087	3,057	10.53%
TX Tarrant	329,970	332,767	2,797	0.85%
TX Fort Bend	157,271	160,031	2,760	1.75%
TX Galveston	73,822	75,822	2,000	2.71%
TX Travis	137,979	139,595	1,616	1.17%
TX Cameron	101,189	102,623	1,434	1.42%
TX Waller	7,467	8,785	1,318	17.65%
TX Hays	28,057	29,330	1,273	4.54%
TX Jefferson	39,881	41,056	1,175	2.95%
TX Webb	65,901	66,978	1,077	1.63%
TX Smith	34,855	33,785	-1,070	-3.07%
UT Salt Lake	180,962	184,070	3,108	1.72%
UT Sanpete	4,370	5,453	1,083	24.78%
UT Davis	65,000	66,000	1,000	1.54%
UT Utah	109,232	107,950	-1,282	-1.17%
VA Prince William	74,060	79,328	5,268	7.11%
VA Loudoun	60,096	63,000	2,904	4.83%
VA Arlington	20,000	21,000	1,000	5.00%
VA Newport News City	33,133	32,133	-1,000	-3.02%
VA Chesterfield	60,000	59,000	-1,000	-1.67%
VA Henrico	48,822	46,700	-2,122	-4.35%
WA Benton	29,968	32,654	2,686	8.96%
WA Snohomish	104,758	106,170	1,412	1.35%
WA Clark	74,773	75,965	1,192	1.59%
WA King	254,048	251,979	-2,069	-0.81%
WA Pierce	127,099	124,968	-2,131	-1.68%
WI Dane	66,079	67,316	1,237	1.87%
WI Brown	43,099	41,981	-1,118	-2.59%
WI Milwaukee	134,472	131,517	-2,955	-2.20%
WY Laramie	13,805	15,424	1,619	11.73%
TOTAL	18,355,632	18,503,649	148,017	0.81%

MDR SCHOOL SPENDING UPDATE

No doubt the economic crisis has affected school spending. While 2008-2009 national current expenditures increased a modest 3% over prior year to a total of \$446.6 billion, All Instructional Materials (AIM) spending significantly declined by 6% to a total of \$12 billion, about the level of spending in 2006. This is the first decline in the past decade as depicted on the chart below.

AIM Per Student 1999-2009



The 2008-2009 school year closed in June 2009. Very little, if any, of the ARRA (American Recovery and Reinvestment Act) money had reached the districts at that point in time, and the schools were already feeling the impact of the weakened state economies. In June 2009, the Government Accounting Office was estimating that only 1% of ARRA outlays to date had gone to Title I and 1% to IDEA.

Overall, it was pretty clear that conditions were worsening throughout the 2008-2009 school year. In August 2007, there were 23 states with revenue collections above forecast and 22 that were on target. By August 2008, only a few months into most states' 2009 fiscal year, 20 states were forecasting revenue shortfalls of about \$13 billion, according to the National Conference of State Legislatures. Eleven states had already cut K-12 spending: Alabama, Delaware, Florida, Kentucky, Maine, Maryland, Nevada, Pennsylvania, Rhode Island, Tennessee, and Virginia.

Enrollment Comparison Report 2010-2011

In November 2008, the American Association of School Administrators released the “AASA Study of the Impact of the Economic Downturn on Schools.” The study, based on a survey of school superintendents conducted in October 2008, found that belt-tightening measures were already under way in districts nationwide in response to shrinking budgets. Key findings from the study include:

- When superintendents were asked to identify what actions their districts have already implemented as a result of the economic downturn, the top responses were:
 - Altering thermostats (62%)
 - Eliminating non-essential travel (57%)
 - Reducing staff-level hiring (48%)
 - Reducing consumable supplies (48%)
 - Increasing class size (36%)
 - Deferring maintenance (36%)
 - Reducing instructional materials (35%)
- The top actions superintendents have considered but not yet implemented as a result of the economic downturn are:
 - Freezing outside professional service contracts (30%)
 - Laying off personnel (30%)
 - Eliminating outside staff development consultants (30%)
 - Eliminating field trips (35%)
 - Cutting non-academic programs, such as after-school and Saturday enrichment programs (26%)

Things only got worse as the school year progressed. Most likely there were not many mid-year cuts in staffing, but superintendents already knew that 2009-2010 was going to be difficult and were saving as much as they could in anticipation. Discretionary spending always suffers as it is one of the few places where schools can exercise some control. Other costs (salary, transportation, energy, etc.) are fixed, and there is little that can be done, especially mid-year.

Considering the states that spent more than the national average, they are largely the states in a relatively good economic status, and many benefitted from oil revenues. The states that spent less than the national average are states that were badly affected by the economic downturn—California, of course, and Florida, suffering from a sharp drop in tourism revenues, etc.

Twenty-eight states spent more than the national average of \$249.75 AIM per pupil 2008-2009. The top five states in terms of per pupil AIM spending were Wyoming (\$467), Montana (\$421), Nevada (\$396), Louisiana (\$386), and Alaska (\$386). States with the highest percentage rate of AIM per student decline include California (-26%), Kansas (-15%), Florida (-13%), South Carolina (-12%), Nevada (-9%), Delaware (-9%), North Carolina (-8%), and Tennessee (-7%). Four of the five top states in total AIM are also among the top five enrollment states. They are California (\$1.5 billion), Texas (\$1.3 billion), New York (\$841 million), Illinois (\$480 million), and New Jersey (\$458 million).

The data will not come as much of a surprise to the vendor community, many of whom had a very bad 2008-2009 balance sheet. MDR conducted an informal survey of education publishers in the summer of 2009. Thirty percent of respondents said that 2008-2009 sales were down somewhat, and 15%

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said sales were down a great deal, with 14% saying sales were flat. It was a small sample, but the results were not disputed by the education industry.

We expect that 2009-2010 spending patterns were even more challenging. Times are tough and everyone knows it. But in the end, schools are open and the schools need to teach. So they will continue to spend money carefully, with longer decision-making cycles and more requests for “special” treatment. But good product, effectively marketed, will win sales. It just takes time and patience.

Following is a listing of all states with their instructional and current expenditures for the 2008-2009 school year. All Instructional Materials spending includes expenditures for hardcover and softcover textbooks furnished to students, textbook repairs, and workbooks. It also includes expenditures for instructional supplies, such as paper, pencils, crayons, chalk, art supplies, music supplies, science supplies (test tubes, chemicals, etc.), shop supplies, testing materials, and other classroom materials. Also included are expenditures for books, magazines, and newspaper subscriptions purchased for the school library. Educational media supplies, such as videos, CDs, DVDs, and software, are included. Purchases of hardware, such as computers, DVD players, TVs, are not included. Current expenditures are the total operating cost for the district and include the functions of instruction, support service, and food service. Expenditures for pupil transportation, capital outlay, and debt service are not included, nor are transfers. Also excluded are expenditures for Adult Education and Community Services programs. This spending information is compiled at the district level during MDR’s annual financial update.

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2008-2009 Public School Expenditures

State	All Instructional Materials Expenditures	Current Expenditures
Alabama	216,792,639	6,281,990,600
Alaska	49,858,902	1,551,631,085
Arizona	160,250,191	5,862,688,493
Arkansas	130,562,208	3,160,937,571
California	1,530,409,733	49,052,832,477
Colorado	272,362,121	6,493,166,966
Connecticut	116,100,919	6,843,123,377
Delaware	29,490,980	1,185,212,822
District of Columbia	14,134,386	940,689,362
Florida	423,490,271	21,478,954,012
Georgia	327,549,985	14,376,596,283
Hawaii	49,072,783	1,962,911,271
Idaho	64,454,841	1,727,405,341
Illinois	479,800,469	18,638,938,826
Indiana	236,863,659	8,576,024,114
Iowa	111,533,236	4,178,756,725
Kansas	130,388,064	4,187,192,552
Kentucky	153,703,336	4,696,915,968
Louisiana	251,565,162	6,308,504,774
Maine	37,730,562	1,373,835,585
Maryland	226,201,098	10,632,452,443
Massachusetts	342,056,231	9,588,557,121
Michigan	233,870,635	13,196,887,617
Minnesota	184,583,736	7,804,383,088
Mississippi	139,603,913	3,748,023,491
Missouri	230,603,936	7,829,156,744
Montana	60,048,129	1,260,133,196
Nebraska	76,034,515	2,495,382,753
Nevada	169,771,007	3,452,773,459
New Hampshire	50,643,312	2,429,616,523
New Jersey	458,102,045	20,821,256,951
New Mexico	59,811,349	2,535,884,002
New York	841,444,865	41,043,610,374
North Carolina	326,419,838	11,859,679,917
North Dakota	27,196,667	758,770,753
Ohio	331,854,665	17,191,112,627
Oklahoma	184,546,373	4,474,653,823
Oregon	162,908,048	4,946,431,850
Pennsylvania	413,998,663	20,164,493,499
Rhode Island	25,062,551	1,785,263,468
South Carolina	143,098,595	6,339,628,043
South Dakota	32,113,897	917,230,545
Tennessee	159,775,420	7,175,686,082
Texas	1,334,494,664	37,558,509,614
Utah	112,984,461	3,275,554,704
Vermont	23,840,482	1,036,542,786
Virginia	365,032,819	11,793,308,675
Washington	234,153,815	9,197,893,940
West Virginia	86,115,726	2,496,644,927
Wisconsin	209,341,744	8,749,712,991
Wyoming	39,982,805	1,163,414,805

TOTAL

12,071,810,451

446,600,959,015

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