

# THE NAIS DEMOGRAPHIC CENTER

## Metropolitan Area Reports

### **CBSA<sup>1</sup>: Atlanta-Sandy Springs-Marietta, GA<sup>2</sup>**

*Metropolitan Area Reports summarize key demographic changes for a specific geographic region, suggest strategic considerations for schools given these changes, and offer resources that can assist schools in dealing with an ever-changing marketplace. For specific demographic reports for your geographic region, please visit the NAIS Demographic Center at [www.nais.org/go/demographics](http://www.nais.org/go/demographics).*

### **Key Findings**

#### **Increasing School Age Population**

1. Between 2000-2008, the metropolitan area of Atlanta-Sandy Springs-Marietta reported a growing number of households with children of school age, from 607,337 to 718,163 (18.25 percent increase). This number is expected to continue to grow by 18.30 percent during the next five years, totaling 849,534 in 2013.
2. All school age population groups are expected to grow during the next five years. After recording a growth rate of 26.06 percent during the period 2000-2008, the population of children between zero and 17 years is projected to rise by 10.14 percent from 1,425,820 in 2008 to 1,570,370 in 2013.
3. By gender, the female school age population of children between zero and 17 years is expected to grow by 8.47 percent by the year 2013, from 681,784 to 739,509; while the male population in the same age group is predicted to grow by 10.65 percent from 734,876 in 2008 to 813,106 in 2013.

#### **Rising Numbers of Younger and Older Children**

4. By age and gender, the largest increases are projected for males age zero to four years, from 291,043 in 2008 to 253,272 in 2013 (15.63 percent growth), and females in the same age group from 203,362 in 2008 to 230,662 in 2013 (13.42 percent growth). Male and female teenagers between 14 and 17 years old are also expected to record a significant increase during the same five-year period, especially in the case of males, from 156,129 in 2008 to 170,134 in 2013 (8.97 percent growth).
5. Given the previous findings, the population in grades nine to 12 and the nursery or preschool population are expected to be the most affected with an increase of 14.56

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<sup>1</sup> CBSAs are Core Based Statistical Areas, a new census geographic area stemming from the results of the Census 2000. CBSAs combine both Metropolitan Areas (formerly MSAs) and new Micropolitan Areas.

<sup>2</sup> This CBSA area includes the following counties: Barrow, GA 13013; Bartow, GA 13015; Butts, GA 13035; Carroll, GA 13045; Cherokee, GA 13057; Clayton, GA 13063; Cobb, GA 13067; Coweta, GA 13077; Dawson, GA 13085; DeKalb, GA 13089; Douglas, GA 13097; Fayette, GA 13113; Forsyth, GA 13117; Fulton, GA 13121; Gwinnett, GA 13135; Haralson, GA 13143; Heard, GA 13149; Henry, GA 13151; Jasper, GA 13159; Lamar, GA 13171; Meriwether, GA 13199; Newton, GA 13217; Paulding, GA 13223; Pickens, GA 13227; Pike, GA 13231; Rockdale, GA 13247; Spalding, GA 13255; and Walton, GA 13297.

percent and 15.42 percent, respectively, by the year 2013. When broken down by gender, the number of boys attending grades nine to 12 is projected to record the lowest increase at 14.01 percent, from 174,785 in 2008 to 199,274 in 2013; while boys in nursery or preschool have the highest increase at 14.35 percent growth, from 67,946 in 2008 to 79,146 in 2013. Also, the growth rate for girls attending grades nine to 12 is projected to reach 15.17 percent by 2013.

### **Significant Increase of Private School Enrollment**

6. While the population enrolled in private schools grew by more than 44 percent, from 125,949 in 2000 to 181,499 in 2008, public school enrollment recorded an increase of 29.32 percent during the same period, from 791,905 in 2000 to 1,062,586 in 2008. By the year 2013, both private and public enrollments are expected to continue growing at significant, but lower rates (12.77 percent and 12.95 percent, respectively).
7. By gender, during the period 2008 to 2013, male preprimary enrollment in private schools is anticipated to show the largest growth at 18.33 percent (from 38,969 in 2008 to 46,112 in 2013), followed by female preprimary enrollment at 16.08 percent, (from 36,179 in 2008 to 41,996 in 2013). The anticipated male and female enrollment growth rates for elementary and high school are 10.68 percent and 8.47 percent, respectively.

### **Increasing Numbers of Minority Population**

8. By race and ethnicity, the principal changes in the Atlanta-Sandy Springs-Marietta area are the increasing numbers of 'Other'<sup>3</sup> population,<sup>3</sup> Hispanics, and Asians. Their numbers have expanded substantially during the years 2000-2008 at 51.69 percent, 52.48 percent, and 48.92 percent growth, respectively.
9. While the growth of the white population is expected to continue growing at a lower, but still significant rate of 10.09 percent by 2013, minority groups are predicted to record two-digit growth rates, especially the 'Other' population that is forecasted to grow from 299,630 in 2008 to 388,507 in 2013 (a 29.66 percent increase).
10. In the case of African Americans, their numbers are projected to increase from 1,476,637 in 2008 to 1,676,330 in 2013 (a 12.52 percent increase). This group will continue to represent the largest minority group in this area; however, its percentage over the total population is expected to remain at around 28 percent, a similar number to those recorded in 2000 and in 2008.

### **Considerable Growth of Affluent Families**

11. The number of families with school age children and incomes of at least \$100,000 per year is predicted to increase throughout 2013. In particular, families with children younger than five years old and incomes between \$200,000 and \$349,999 are expected to increase from 8,995 in 2008 to 16,053 in 2013 (a 78.45 percent increase),

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<sup>3</sup> "Other race" includes all other responses not included in the "white," "black or African American," "American Indian and Alaska Native," "Asian," and "Native Hawaiian and Other Pacific Islander" race categories. Respondents providing write-in entries such as multiracial, mixed, interracial, or a Hispanic/Latino group (for example, Mexican, Puerto Rican, or Cuban) are included here.

followed by families with children between 14 and 17 years old and incomes between \$200,000 and \$349,999, who are expected to grow from 6,334 in 2008 to 10,803 in 2013 (a 70.56 percent increase). However, and in spite of these growth rates, the largest group numerically is expected to be families with children younger than five years old and incomes between \$100,000 and \$199,999 (92,179 by 2013).

12. The number of African American households with incomes of at least \$100,000 per year is projected to continue growing through 2013. In particular, households with annual incomes between \$125,000 and \$149,999 are projected to record an increase of 71.66 percent, from 20,771 in 2008 to 34,798 in 2013. A similar trend is expected for Asian households with incomes of at least \$100,000 per year. The highest growth rate projected for Asian households with annual incomes over \$200,000 is at 136.96 percent, from 3,060 in 2008 to 7,251 in 2013.
13. Although their numbers are not that large, 'Other households' with annual incomes of at least \$100,000 per year are also predicted to more than double their numbers by 2013, especially those households with incomes over \$200,000 per year, who are expected to more than triple their numbers, from 1,215 in 2008 to 3,910 in 2013 (a 221.81 percent increase).
14. Likewise, the number of Hispanic households with annual incomes of at least \$100,000 is forecasted to increase. For example, Hispanic families with annual incomes between \$125,000 and \$149,999 are projected to soar from 4,277 in 2008 to 9,148 in 2013 (a 113.89 percent increase).
15. In general, the number of households with home values over \$500,000 reported record growth numbers during the period 2000-2008. In particular, the number of households with homes valued between \$750,000 and \$999,999 increased by 1133.96 percent during this period. This positive trend is projected to continue through 2013. For instance, the number of owner households with homes valued between \$500,000 and \$749,999 is expected to increase from 58,133 in 2008 to 191,840 in 2013 (a 230.00 percent increase).

### **Rising Numbers of Population with Higher Education**

16. The number of people older than 25 years of age who hold college degrees in the Atlanta-Sandy Springs-Marietta area increased by 32.58 percent, from 573,565 in 2000 to 760,414 in 2008. This number is expected to continue growing, yet at a lesser rate, by 2013 (a 25.28 percent increase). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 277,604 in 2000 to 358,408 in 2008 (a 29.11 percent increase), and it is forecasted that their numbers will rise by 11.45 percent by the year 2013.

## Strategic Considerations for Schools

Given the findings of this report, independent schools in the Atlanta-Sandy Springs-Marietta metropolitan area need to consider what strategies they will implement now to ensure full classrooms in the years ahead. For example, this may mean further diversifying their enrollment in terms of gender, ethnicity, and income. Some of the questions that schools should consider are:

### General Considerations

- Considering these demographic changes, on which areas does our school most need to focus?
- Have we benchmarked our school's admission statistics? How do they look in comparison to other schools in our community? Do we understand the strengths and weaknesses of our own numbers?
- How well do we know our market? Do we know who our competitors are (other independent schools, magnet schools, charter schools, Catholic schools, home schoolers, etc.)? How familiar are people in our community with our school mission and value proposition?
- If we have feeder schools, are we watching their enrollment changes to understand how our school could be impacted?

### Responding to Increasing School Age Population

- Does our school have a waiting list? Is the school working at maximum enrollment capacity already? What do our admission statistics look like (inquiries, applications, acceptances, enrollees)? Are there changes that need our attention?
- If our school is in high demand, what tuition policy should it follow?
- What are the demographic changes in the geographic areas from which we recruit students? Are the statistics more favorable in surrounding areas from which we have not traditionally recruited students? Do we need to attract this population?
- What is the typical profile of families in our school? Do we know why are they enrolling their children in our school?

### Responding to Racial/Ethnic Changes

- Given the demographic changes, what percentage of students of color should the school aim for? How do our diversity numbers compare to those of this geographic region?
- What are the key characteristics that parents of color are looking for in a school? Does the school highlight these characteristics in its messages?
- What communication channels should the school use to reach out to the people of color in its community? Should the school include other languages in its communications with parents?
- Do we know why families of color who can afford our tuition are not enrolling their children in greater numbers? Do we know where these families are located?

## Responding to Household Income Changes

- Do we need to attract more middle-class families? Can we increase financial aid or structure it to increase enrollment among middle-class families? If so, can wealthier families pay for higher tuitions?
- Are middle-class families aware of all the financing options offered to pursue an education in our school (need-based financial aid, merit awards, tuition payment plans, and tuition loan programs)?
- Are our students' grandparents nearby? What percentage of students have their tuitions paid by their grandparents? How can we involve grandparents in the life of the school?

## Financial Considerations

- If our school is facing high demand, what financial planning do we need to do to ensure a sound use of the resources?
- Are there any building maintenance or improvements that are needed? Can we afford to offer better salaries or benefits? What major investment projects are needed?
- What are the best/most profitable fund-raising activities? Is our school relying mainly on tuition income as a source of revenues? Are there other opportunities for revenue enhancement (non-tuition options) that our school should implement?<sup>4</sup>
- Who are our best donors? What is their profile? Since we are dealing with different generations, do we understand how to attract them? Are they more responsive to mail or online solicitations?
- What types of causes are our donors more inclined to support? How should the school keep them informed about the use of charitable funds?

## NAIS Resources that Can Help

1. **Trends** — To stay abreast of changing trends, in addition to the NAIS Demographic Center, school administrators can check the following websites: [www.trendletter.com](http://www.trendletter.com) and/or [www.hermangroup.com](http://www.hermangroup.com). Also, the *NAIS Opinion Leaders' Survey* (free to browse at <http://www.nais.org/files/PDFs/OpinionLeadersSurveyJune05.pdf> or buy in bulk to share) identifies what demographic, social, economic, political, scientific, and technological trends opinion leaders in education, business, and the media believe will have the greatest impact on independent education. This report also suggests actions that schools should consider now to successfully manage these important trends.
2. **Benchmarking** — To gather data and conduct benchmark analysis, schools can participate in the StatsOnline<sup>5</sup> annual survey ([www.nais.org](http://www.nais.org)) that collects data on

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<sup>4</sup> The 2006 NAIS Non-Tuition Survey presents alternative sources of revenue different from tuitions, annual/capital giving, and investments that many schools have in place to achieve the balance between operating expenses and affordability. <http://www.nais.org/resources/seriesdoc.cfm?ItemNumber=148270>.

admissions, annual giving, diversity, financial aid, financial operations, salaries, schools, students, staff, and tuition. Available tools include:

- ✓ **Benchmarking tools** to create custom groups and reports based upon any of the survey variables.
- ✓ **Financing Schools Calculator** to project budgets based on various preferred and possible scenarios to see the impact on the "bottom line" of changes to some of the variables.
- ✓ **Executive Compensation Reports** that you can provide to your board or compensation committee so they can either authorize or perform a comparative compensation study (of salary, other forms of compensation, and benefits) and create a documented "rebuttable presumption" of the reasonableness of the compensation (available only to heads and business managers).

3. **Market Research** — The report *Marketing Independent Schools to Generation X and Minority Parents* (free to download at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)), provides information on the factors that are relevant to families of color and Generation X parents when selecting schools for their children. It also gives specific advice on which messages to consider when reaching out to particular groups of families. In addition, the *NAIS Public Opinion Poll* (free to download at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)) provides information on characteristics the American public associates with a quality education and their perceptions of independent schools. The members-only version of the report also includes implications and recommendations for ways schools can communicate with constituents about the value of independent education.
4. **Advocacy and Marketing** — NAIS has created several resources to help you in communicating with important constituents, such as prospective students and families, prospective teachers, the media, and policymakers. They can help you explain the value of independent education and of your school:
  - ✓ *Values Added: The Lifelong Returns of an Independent School Education* (free to download at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy) or order in bulk for distribution).
  - ✓ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at [www.nais.org/advocacy](http://www.nais.org/advocacy)).
  - ✓ *Communications Handbook* (free to download at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy))
  - ✓ Parent Admission Brochure (view a sample as a pdf or purchase copies from the online bookstore at <http://transact.nais.org/Purchase/SearchCatalog.aspx>).

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<sup>5</sup> StatsOnline is available to the five key administrators at each participating school who are responsible for providing the statistical data each year. The five administrators include: head, business manager, director of admission, director of development, and director of financial aid.





## EASI NAIS Detailed Trend Report & Analysis - 2008

CBSA Name: Atlanta-Sandy Springs-Marietta, GA

CBSA Code: 12060

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

State Name: Georgia

Dominant Profile: MED\_INC

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Description	2000	2008	2013	% Growth (2000-2008)	% Growth Forecast (2008-2013)
Total Population and Households					
Population	4,247,981	5,346,577	6,015,118	25.86	12.50
Households	1,554,154	1,987,231	2,283,335	27.87	14.90
Households with School Age Population					
Households with Children Age 0 to 17 Years	607,337	718,163	849,584	18.25	18.30
Percent of Households with Children Age 0 to 17 Years	39.08	36.14	37.21	-7.52	2.96
School Age Population					
Population Age 0 to 17 Years	1,131,056	1,425,820	1,570,370	26.06	10.14
Population Age 0 to 4 Years	317,949	422,405	483,934	32.85	14.57
Population Age 5 to 9 Years	324,804	405,769	432,682	24.93	6.63
Population Age 10 to 13 Years	250,522	291,050	310,322	16.18	6.62
Population Age 14 to 17 Years	237,781	297,436	325,677	25.09	9.49
School Age Population by Gender					
Male Population Age 0 to 17 Years	579,686	734,876	813,106	26.77	10.65
Female Population Age 0 to 17 Years	551,370	681,784	739,509	23.65	8.47
Male School Age Population by Age					
Male Population Age 0 to 4 Years	162,580	219,043	253,272	34.73	15.63
Male Population Age 5 to 9 Years	165,601	209,746	228,841	26.66	9.10
Male Population Age 10 to 13 Years	128,491	149,958	160,859	16.71	7.27
Male Population Age 14 to 17 Years	123,014	156,129	170,134	26.92	8.97

<b>Female School Age Population by Age</b>					
<b>Female Population Age 0 to 4 Years</b>	155,369	203,362	230,662	30.89	13.42
<b>Female Population Age 5 to 9 Years</b>	159,203	196,023	203,841	23.13	3.99
<b>Female Population Age 10 to 13 Years</b>	122,031	141,092	149,463	15.62	5.93
<b>Female Population Age 14 to 17 Years</b>	114,767	141,307	155,543	23.13	10.07
<b>Population in School</b>					
<b>Nursery or Preschool</b>	99,280	131,028	151,227	31.98	15.42
<b>Kindergarten</b>	65,398	90,851	101,358	38.92	11.57
<b>Grades 1 to 4</b>	261,590	363,403	405,434	38.92	11.57
<b>Grades 5 to 8</b>	252,207	325,827	363,475	29.19	11.55
<b>Grades 9 to 12</b>	239,379	332,977	381,459	39.10	14.56
<b>Population in School by Gender</b>					
<b>Male Enrolled in School</b>	470,676	645,415	734,869	37.13	13.86
<b>Female Enrolled in School</b>	447,178	598,670	668,083	33.88	11.59
<b>Male Population in School by Grade</b>					
<b>Male Nursery or Preschool</b>	50,766	67,946	79,146	33.84	16.48
<b>Male Kindergarten</b>	33,343	46,962	53,607	40.85	14.15
<b>Male Grades 1 to 4</b>	133,372	187,847	214,430	40.84	14.15
<b>Male Grades 5 to 8</b>	129,355	167,876	188,411	29.78	12.23
<b>Male Grades 9 to 12</b>	123,841	174,785	199,274	41.14	14.01
<b>Female Population in School by Grade</b>					
<b>Female Nursery or Preschool</b>	48,514	63,082	72,081	30.03	14.27
<b>Female Kindergarten</b>	32,055	43,889	47,751	36.92	8.80
<b>Female Grades 1 to 4</b>	128,219	175,556	191,004	36.92	8.80
<b>Female Grades 5 to 8</b>	122,852	157,951	175,063	28.57	10.83
<b>Female Grades 9 to 12</b>	115,538	158,192	182,184	36.92	15.17
<b>Population in School</b>					
<b>Education, Total Enrollment (Pop 3+)</b>	917,854	1,244,085	1,402,952	35.54	12.77
<b>Education, Not Enrolled in School (Pop 3+)</b>	2,913,449	3,595,690	4,046,717	23.42	12.54



<b>Population in Public vs Private School</b>					
<b>Education, Enrolled Private Schools (Pop 3+)</b>	125,949	181,499	204,683	44.11	12.77
<b>Education, Enrolled Private Preprimary (Pop 3+)</b>	49,293	75,148	88,108	52.45	17.25
<b>Education, Enrolled Private Elementary or High School (Pop 3+)</b>	76,656	106,351	116,575	38.74	9.61
<b>Education, Enrolled Public Schools (Pop 3+)</b>	791,905	1,062,586	1,198,269	34.18	12.77
<b>Education, Enrolled Public Preprimary (Pop 3+)</b>	49,987	55,880	63,119	11.79	12.95
<b>Education, Enrolled Public Elementary or High School (Pop 3+)</b>	741,918	1,006,706	1,135,150	35.69	12.76
<b>Population in Public vs Private School by Gender</b>					
<b>Male Population in Public vs Private School</b>					
<b>Male Education, Enrolled Private Schools (Pop 3+)</b>	64,528	94,145	107,181	45.90	13.85
<b>Male Education, Enrolled Private Preprimary (Pop 3+)</b>	25,205	38,969	46,112	54.61	18.33
<b>Male Education, Enrolled Private Elementary or High School (Pop 3+)</b>	39,323	55,176	61,068	40.31	10.68
<b>Male Education, Enrolled Public Schools (Pop 3+)</b>	406,148	551,270	627,688	35.73	13.86
<b>Male Education, Enrolled Public Preprimary (Pop 3+)</b>	25,560	28,977	33,034	13.37	14.00
<b>Male Education, Enrolled Public Elementary or High School (Pop 3+)</b>	380,588	522,293	594,654	37.23	13.85
<b>Female Population in Public vs Private School</b>					
<b>Female Education, Enrolled Private Schools (Pop 3+)</b>	61,421	87,354	97,502	42.22	11.62
<b>Female Education, Enrolled Private Preprimary (Pop 3+)</b>	24,088	36,179	41,996	50.20	16.08
<b>Female Education, Enrolled Private Elementary or High School (Pop 3+)</b>	37,333	51,175	55,507	37.08	8.47
<b>Female Education, Enrolled Public Schools (Pop 3+)</b>	385,757	511,316	570,581	32.55	11.59
<b>Female Education, Enrolled Public Preprimary (Pop 3+)</b>	24,427	26,903	30,085	10.14	11.83
<b>Female Education, Enrolled Public Elementary or High School (Pop 3+)</b>	361,330	484,413	540,496	34.06	11.58
<b>Population by Race</b>					
<b>White Population, Alone</b>	2,695,458	3,364,714	3,704,227	24.83	10.09
<b>Black Population, Alone</b>	1,216,931	1,476,637	1,676,330	21.34	13.52
<b>Asian Population, Alone</b>	138,061	205,596	246,054	48.92	19.68
<b>Other Population</b>	197,531	299,630	388,507	51.69	29.66

<b>Population by Ethnicity</b>					
<b>Hispanic Population</b>	270,407	412,319	516,483	52.48	25.26
<b>White Non-Hispanic Population</b>	2,565,490	3,156,302	3,442,983	23.03	9.08
<b>Population by Race As Percent of Total Population</b>					
<b>Percent of White Population, Alone</b>	63.45	62.93	61.58	-0.82	-2.15
<b>Percent of Black Population, Alone</b>	28.65	27.62	27.87	-3.60	0.91
<b>Percent of Asian Population, Alone</b>	3.25	3.85	4.09	18.46	6.23
<b>Percent of Other Population</b>	4.65	5.60	6.46	20.43	15.36
<b>Population by Ethnicity As Percent of Total Population</b>					
<b>Percent of Hispanic Population</b>	6.37	7.71	8.59	21.04	11.41
<b>Percent of White Non-Hispanic Population</b>	60.39	59.03	57.24	-2.25	-3.03
<b>Educational Attainment</b>					
<b>Education Attainment, College (Pop 25+)</b>	573,565	760,414	862,519	32.58	13.43
<b>Education Attainment, Graduate Degree (Pop 25+)</b>	277,604	358,408	399,444	29.11	11.45
<b>Household Income</b>					
<b>Household Income, Median (\$)</b>	52,285	66,071	82,773	26.37	25.28
<b>Household Income, Average (\$)</b>	66,985	84,545	112,261	26.21	32.78
<b>Households by Income</b>					
<b>Households with Income Less than \$25,000</b>	315,914	306,086	249,067	-3.11	-18.63
<b>Households with Income \$25,000 to \$49,999</b>	430,046	432,151	361,709	0.49	-16.30
<b>Households with Income \$50,000 to \$74,999</b>	340,446	397,277	400,212	16.69	0.74
<b>Households with Income \$75,000 to \$99,999</b>	200,394	311,362	420,307	55.37	34.99
<b>Households with Income \$100,000 to \$124,999</b>	110,259	204,236	312,637	85.23	53.08
<b>Households with Income \$125,000 to \$149,999</b>	56,083	125,033	208,439	122.94	66.71
<b>Households with Income \$150,000 to \$199,999</b>	49,942	97,545	146,560	95.32	50.25
<b>Households with Income \$200,000 and Over</b>	51,070	113,541	184,404	122.32	62.41
<b>Families by Age of Children and Income</b>					

<b>Families with one or more children aged 0-4 and Income \$100,000 to \$124,999</b>	14,649	26,901	42,404	83.64	57.63
<b>Families with one or more children aged 5-9 and Income \$100,000 to \$124,999</b>	14,965	25,842	37,913	72.68	46.71
<b>Families with one or more children aged 10-13 and Income \$100,000 to \$124,999</b>	11,542	18,536	27,191	60.60	46.69
<b>Families with one or more children aged 14-17 and Income \$100,000 to \$124,999</b>	10,955	18,942	28,537	72.91	50.65
<b>Families with one or more children aged 0-4 and Income \$125,000 to \$149,999</b>	7,510	16,710	29,083	122.50	74.05
<b>Families with one or more children aged 5-9 and Income \$125,000 to \$149,999</b>	7,672	16,052	26,003	109.23	61.99
<b>Families with one or more children aged 10-13 and Income \$125,000 to \$149,999</b>	5,917	11,514	18,649	94.59	61.97
<b>Families with one or more children aged 14-17 and Income \$125,000 to \$149,999</b>	5,616	11,766	19,572	109.51	66.34
<b>Families with one or more children aged 0-4 and Income \$150,000 to \$199,999</b>	6,834	13,167	20,692	92.67	57.15
<b>Families with one or more children aged 5-9 and Income \$150,000 to \$199,999</b>	6,981	12,648	18,500	81.18	46.27
<b>Families with one or more children aged 10-13 and Income \$150,000 to \$199,999</b>	5,385	9,072	13,269	68.47	46.26
<b>Families with one or more children aged 14-17 and Income \$150,000 to \$199,999</b>	5,111	9,272	13,925	81.41	50.18
<b>Families with one or more children aged 0-4 and Income \$200,000 to \$349,999</b>	3,987	8,953	15,192	124.55	69.69
<b>Families with one or more children aged 5-9 and Income \$200,000 to \$349,999</b>	4,073	8,601	13,583	111.17	57.92
<b>Families with one or more children aged 10-13 and Income \$200,000 to \$349,999</b>	3,141	6,169	9,742	96.40	57.92
<b>Families with one or more children aged 14-17 and Income \$200,000 to \$349,999</b>	2,982	6,304	10,224	111.40	62.18
<b>Families with one or more children aged 0-4 and Income \$350,000 and over</b>	2,933	6,567	11,323	123.90	72.42
<b>Families with one or more children aged 5-9 and Income \$350,000 and over</b>	2,996	6,309	10,124	110.58	60.47
<b>Families with one or more children aged 10-13 and Income \$350,000 and over</b>	2,311	4,525	7,261	95.80	60.46
<b>Families with one or more children aged 14-17 and Income \$350,000 and over</b>	2,194	4,624	7,620	110.76	64.79
<b>Households by Home Value</b>					
<b>Housing, Owner Households Valued Less than \$250,000</b>	881,369	786,559	670,075	-10.76	-14.81
<b>Housing, Owner Households Valued \$250,000-\$299,999</b>	55,439	195,421	143,517	252.50	-26.56

<b>Housing, Owner Households Valued \$300,000-\$399,999</b>	51,740	75,492	217,252	45.91	187.78
<b>Housing, Owner Households Valued \$400,000-\$499,999</b>	21,858	171,007	148,779	682.35	-13.00
<b>Housing, Owner Households Valued \$500,000-\$749,999</b>	17,665	58,133	191,840	229.09	230.00
<b>Housing, Owner Households Valued \$750,000-\$999,999</b>	5,736	70,780	158,409	1133.96	123.80
<b>Housing, Owner Households Valued More than \$1,000,000</b>	5,008	30,272	106,139	504.47	250.62
<b>Households by Length of Residence</b>					
<b>Length of Residence Less than 2 Years</b>	110,788	234,745	319,892	111.89	36.27
<b>Length of Residence 3 to 5 Years</b>	166,182	352,117	479,838	111.89	36.27
<b>Length of Residence 6 to 10 Years</b>	504,769	628,592	713,412	24.53	13.49
<b>Length of Residence More than 10 Years</b>	772,414	771,778	770,194	-0.08	-0.21
<b>Households by Race and Income</b>					
<b>White Households by Income</b>					
<b>White Households with Income Less than \$25,000</b>	167,018	155,733	117,394	-6.76	-24.62
<b>White Households with Income \$25,000 to \$49,999</b>	265,491	251,350	189,118	-5.33	-24.76
<b>White Households with Income \$50,000 to \$74,999</b>	235,822	258,059	238,858	9.43	-7.44
<b>White Households with Income \$75,000 to \$99,999</b>	150,826	216,868	271,084	43.79	25.00
<b>White Households with Income \$100,000 to \$124,999</b>	88,943	151,996	219,623	70.89	44.49
<b>White Households with Income \$125,000 to \$149,999</b>	46,070	99,054	160,159	115.01	61.69
<b>White Households with Income \$150,000 to \$199,999</b>	42,197	79,618	119,289	88.68	49.83
<b>White Households with Income \$200,000 and Over</b>	45,176	97,975	155,641	116.87	58.86
<b>Black Households by Income</b>					
<b>Black Households with Income Less than \$25,000</b>	129,848	122,551	109,104	-5.62	-10.97
<b>Black Households with Income \$25,000 to \$49,999</b>	136,630	139,584	135,288	2.16	-3.08
<b>Black Households with Income \$50,000 to \$74,999</b>	84,907	107,989	124,934	27.19	15.69
<b>Black Households with Income \$75,000 to \$99,999</b>	39,689	76,523	113,988	92.81	48.96
<b>Black Households with Income \$100,000 to \$124,999</b>	16,031	42,395	71,280	164.46	68.13
<b>Black Households with Income \$125,000 to \$149,999</b>	7,259	20,271	34,798	179.25	71.66
<b>Black Households with Income \$150,000 to \$199,999</b>	5,137	12,742	19,668	148.04	54.36
<b>Black Households with Income \$200,000 and Over</b>	4,171	11,291	17,602	170.70	55.89

<b>Asian Households by Income</b>					
Asian Households with Income Less than \$25,000	6,911	8,990	6,833	30.08	-23.99
Asian Households with Income \$25,000 to \$49,999	11,442	14,938	11,681	30.55	-21.80
Asian Households with Income \$50,000 to \$74,999	9,277	13,744	13,788	48.15	0.32
Asian Households with Income \$75,000 to \$99,999	4,949	9,025	16,177	82.36	79.25
Asian Households with Income \$100,000 to \$124,999	3,132	5,669	10,264	81.00	81.05
Asian Households with Income \$125,000 to \$149,999	1,664	3,626	7,806	117.91	115.28
Asian Households with Income \$150,000 to \$199,999	1,610	3,320	4,776	106.21	43.86
Asian Households with Income \$200,000 and Over	1,156	3,060	7,251	164.71	136.96
<b>Other Households by Income</b>					
Other Households with Income Less than \$25,000	12,137	18,812	15,736	55.00	-16.35
Other Households with Income \$25,000 to \$49,999	16,483	26,279	25,622	59.43	-2.50
Other Households with Income \$50,000 to \$74,999	10,440	17,485	22,632	67.48	29.44
Other Households with Income \$75,000 to \$99,999	4,930	8,946	19,058	81.46	113.03
Other Households with Income \$100,000 to \$124,999	2,153	4,176	11,470	93.96	174.66
Other Households with Income \$125,000 to \$149,999	1,090	2,082	5,676	91.01	172.62
Other Households with Income \$150,000 to \$199,999	998	1,865	2,827	86.87	51.58
Other Households with Income \$200,000 and Over	567	1,215	3,910	114.29	221.81
<b>Households by Ethnicity and Income</b>					
<b>Hispanic Households by Income</b>					
Hispanic Households with Income Less than \$25,000	14,726	19,100	16,943	29.70	-11.29
Hispanic Households with Income \$25,000 to \$49,999	20,657	28,815	30,485	39.49	5.80
Hispanic Households with Income \$50,000 to \$74,999	14,236	22,109	26,784	55.30	21.15
Hispanic Households with Income \$75,000 to \$99,999	6,799	14,396	26,106	111.74	81.34
Hispanic Households with Income \$100,000 to \$124,999	3,483	7,942	15,526	128.02	95.49
Hispanic Households with Income \$125,000 to \$149,999	1,364	4,277	9,148	213.56	113.89
Hispanic Households with Income \$150,000 to \$199,999	1,022	2,577	3,866	152.15	50.02
Hispanic Households with Income \$200,000 and Over	920	2,468	4,581	168.26	85.62
<b>White Non-Hispanic Households by Income</b>					
White Non-Hispanic Households with Income Less than \$25,000	159,731	148,733	111,133	-6.89	-25.28

<b>White Non-Hispanic Households with Income \$25,000 to \$49,999</b>	256,038	241,383	178,637	-5.72	-25.99
<b>White Non-Hispanic Households with Income \$50,000 to \$74,999</b>	228,833	247,835	226,634	8.30	-8.55
<b>White Non-Hispanic Households with Income \$75,000 to \$99,999</b>	147,154	205,037	254,627	39.33	24.19
<b>White Non-Hispanic Households with Income \$100,000 to \$124,999</b>	86,782	142,018	206,076	63.65	45.11
<b>White Non-Hispanic Households with Income \$125,000 to \$149,999</b>	45,172	91,092	149,866	101.66	64.52
<b>White Non-Hispanic Households with Income \$150,000 to \$199,999</b>	41,550	74,132	112,632	78.42	51.93
<b>White Non-Hispanic Households with Income \$200,000 and Over</b>	44,390	90,786	147,432	104.52	62.40

**Footnotes:**

In the year 2000, the US Census changed the way it collected race data allowing respondents to report as many race categories as were necessary to identify themselves. Also, note that the federal government considers race and Hispanic origin to be two separate and distinct concepts. Peoples of Hispanic origin can be of any race.

The Median Household Income is the midpoint income in a ranking from low to high.  
Average Household Income is the sum of all incomes divided by the number of households.

Education Total Enrollment refers to the total population age 3 and above enrolled in school in this geography. Education Not Enrolled in School refers to the total population age 3 and above not enrolled in school in this geography.

Easy Analytic Software, Inc. (EASI) is the source of all updated estimates. All other data are derived from the US Census and other official government sources.

All estimates are as of 1/1/2008 unless otherwise stated.

**National Association of Independent Schools**  
1620 L Street NW, Washington, DC 20036-5695  
phone: (202) 973-9700 email: [info@nais.org](mailto:info@nais.org)