

THE NAIS DEMOGRAPHIC CENTER

Metropolitan Area Reports

CBSA¹: Baltimore-Towson, MD²

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.

Key Findings

Stagnant School Age Population

1. During 2000–2008, the metropolitan area of Baltimore-Towson reported declining numbers of households with children of school age from 347,663 to 341,670 (1.72-percent decrease). However, this number is expected to grow by 6.49 percent during the next five years, totaling 363,855 in 2013.
2. In contrast, the school-age population is expected to remain almost the same through 2013. After recording a growth rate of 4.73 percent during the period 2000–2008, it is projected to slightly decline by 1.01 percent, from 668,914 in 2008 to 662,147, in 2013. This fall is expected to occur mainly due to the decrease of 6.21 percent in the school population aged five to nine years old in the next five years.
3. By gender, the female school population is expected to drop by 1.95 percent by the year 2013, from 322,125 to 316,423; while the male school population is predicted to slightly decline by 0.13 percent from 346,189 in 2008 to 345,724 in 2013.

Declining Numbers of Younger Children

4. In absolute numbers, the largest group in 2008 was children between five and nine years old at 182,240; however, this was the only group that recorded a decline between 2000 and 2008. By 2013, this declining trend will continue and the population of children between five and nine years old is expected to drop to 170,919, becoming the second-largest group, behind children younger than five years old at 183,746.
5. By age and gender, three groups are predicted to register shrinking numbers: girls aged five to nine years, from 87,116 in 2008 to 80,001 in 2013 (8.17 percent decline); boys in the same age group, from 95,124 in 2008 to 90,918 in 2013 (4.42 percent

¹ 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.

² This CBSA includes the following counties: Anne Arundel, MD 24003; Baltimore, MD 24005; Carroll, MD 24013; Harford, MD 24025; Howard, MD 24027; Queen Anne's, MD 24035; and Baltimore City, MD 24510.

decline); and teenaged girls between 14 and 17 years old, from 72,594 in 2008 to 72,392 in 2013 (0.28 percent decline).

6. Given the previous findings, the kindergarten population and the population in grades one to four are expected to be the most affected, with a decline of 2.95 percent in each case by the year 2013. When broken down by gender, the number of girls attending kindergarten and grades one to four are each projected to drop by 4.98 and 4.97 percent each, respectively, during the period 2008–2013.
7. By contrast, school population attending grades five to eight and grades nine to 12 in Baltimore-Towson are forecasted to grow at 3.91 percent and 3.73 percent, respectively, during the years 2008 to 2013, after reporting growth rates of 14.70 percent and 15.75 percent during the period 2000–2008.

Minor Growth of Private School Enrollment

8. Population enrolled in private schools grew by 18.72 percent during the years 2000 to 2008; however, this growth rate is expected to diminish substantially in the next five years, reaching only 1.56 percent (from 119,806 in 2008 to 121,676 in 2013). Such a decreasing growth rate is expected due to the stagnant enrollment in private elementary and high schools by 2013 (0.12 percent). Likewise, while total public school enrollment grew during 2000–2008 by 10.84 percent (in spite of the fall of public preprimary by 7.64 percent), it is projected to remain almost the same by 2013 (up only 1.73 percent).
9. By gender, during the period 2008 to 2013, male preprimary enrollment in private schools is anticipated to increase by 7.34 percent, while the female preprimary enrollment is expected to slightly grow by 5.56 percent. While these populations do expect growth, their growth rates are noticeably down from those of 2000–2008, from 28.28 percent and 24.95 percent, respectively. In contrast, the anticipated rate of decline in female enrollments for elementary and high school is 1.11 percent, while the enrollment rate for their male counterparts is expected to increase only 0.80 percent for the period 2008–2013.

Increasing Numbers of Minority Population

10. By race and ethnicity, the principal changes in the Baltimore-Towson area are the declining numbers of the white population, while Hispanics, ‘Other’³ population,³ and Asian-Americans have increased substantially during the years 2000–2008, at 49.81 percent, 34.68 percent, and 31.43 percent, respectively.
11. While the white population is expected to continue its declining numbers from 1,761,923 in 2008 to 1,747,851 in 2013 (0.80 percent decrease), minority groups are predicted to continue increasing by 2013, especially the ‘Other’ population, which is forecasted to grow from 85,945 in 2008 to 105,820 in 2013 (23.13 percent).

³ “Other race” includes all other responses not included in the “white”, “black or African American”, “American Indian and Alaska Native”, “Asian-American” 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.

Considerable Growth of Affluent Families

12. The number of families with school-age children and incomes of at least \$100,000 per year is predicted to increase through 2013. In particular, families with children younger than five years old and incomes between \$200,000 and \$349,999 are expected to increase from 3,421 in 2008 to 5,327 in 2013 (55.71 percent increase), followed by families with children between ten and 13 years old and incomes between \$200,000 and \$349,999, who are expected to grow from 2,974 in 2008 to 4,562 in 2013 (53.40 percent increase). In absolute numbers, the largest group is expected to be families with children younger than five years old and incomes between \$100,000 and \$199,999 at 37,296 by 2013.
13. 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 68.49 percent, from 10,252 in 2008 to 17,274 in 2013. A similar trend is expected for Asian-American households with an income of at least \$100,000 per year. The highest growth rate is projected for Asian-American households with annual incomes between \$125,000 and \$149,000, at 113.54 percent, from 1,588 in 2008 to 3,391 in 2013.
14. Although their numbers are not that large, ‘Other households’ with annual incomes of at least \$100,000 a year are also predicted to more than double their numbers by 2013 — especially those households with incomes over \$200,000, who are expected to more than triple their numbers from 258 in 2008 to 682 in 2013 (164.34 percent).
15. Likewise, Hispanic households with annual incomes of at least \$100,000 per year are forecasted to expand. For example, Hispanic families with annual incomes over \$200,000 are projected to rise from 505 in 2008 to 907 in 2013 (79.60 percent).
16. In general, the number of households with home valued 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 854.82 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 26,666 in 2008 to 81,647 in 2013 (206.18 percent).

Slight Increase of Population with Higher Education

17. The number of people older than 25 years of age who hold college degrees in the Baltimore-Towson area increased by 13.75 percent — from 292,130 in 2000 to 332,294 in 2008. This number is foreseen to increase at a lower rate by 2013 (a 4.79 percent increase). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 200,646 in 2000 to 225,165 in 2008 (12.22 percent), and it is forecasted that their numbers will slightly rise by 3.89 percent by the year 2013.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the Baltimore-Towson 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 Stagnant 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?
- 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? What would it take to attract this population?
- What percentage of all children would we need to attract to survive? Is that doable?
- Have we considered merging with another school? Should we consider going coed (for single-sex schools)? How would this affect our mission?
- How many students attending public schools can afford our school? Can we lure them away from the public system? How would we make our case?
- What is the typical profile of families in our school? Do we know why are they enrolling their children in our school?
- Can we work with the local businesses and the chamber of commerce to attract new families to the area?

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

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

Financial Considerations

- What financial planning do we need to do to help us weather the downturn?
- What are the best/most profitable fund-raising activities? Are there other opportunities for revenue enhancement (non-tuition options)?⁴
- 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 and/or 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.

⁴ 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>.

2. **Benchmarking** — To gather data and conduct benchmark analysis, schools can participate in the StatsOnline⁵ annual survey (www.nais.org) that collects data on admissions, annual giving, financial aid, financial operations, salaries, schools, students, staff, and tuition. Available tools include:
 - ✓ **Benchmarking tools** to create custom groups and reports based upon any of the survey variables.
 - ✓ **Financing Schools Calculator** to project budgets based on various preferred and possible scenarios to see the impact on the "bottom line" of changes in some of the variables.
 - ✓ **Executive Compensation Reports** that you can provide to your board or compensation committee so they can either authorize or perform a comparative compensation study (of salary, other forms of compensation, and benefits) and create a documented "rebuttable presumption" of the reasonableness of the compensation (available only to heads and business managers).
3. **Market Research** — The report, *Marketing Independent Schools to Generation X and Minority Parents* (free to download at 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) 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 like prospective students and families, prospective teachers, the media, and policymakers. They can help you explain the value of independent education and of your school:
 - ✓ *Values Added: The Lifelong Returns of an Independent School Education* (free to download at 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/go/advocacy).
 - ✓ *Communications Handbook* (free to download at www.nais.org/go/advocacy)

⁵ 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.

- ✓ Parent Admission Brochure (view a sample as a pdf or purchase copies from the online bookstore at <http://transact.nais.org/Purchase/SearchCatalog.aspx>).



EASI NAIS Detailed Trend Report & Analysis - 2008

CBSA Name: Baltimore-Towson, MD

CBSA Code: 12580

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

State Name: Maryland

Dominant Profile: NO_CAR

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Description	2000	2008	2013	% Growth (2000-2008)	% Growth Forecast (2008-2013)
Total Population and Households					
Population	2,552,994	2,673,638	2,726,113	4.73	1.96
Households	974,071	1,054,037	1,096,312	8.21	4.01
Households with School Age Population					
Households with Children Age 0 to 17 Years	347,663	341,670	363,855	-1.72	6.49
Percent of Households with Children Age 0 to 17 Years	35.69	32.42	33.19	-9.16	2.38
School Age Population					
Population Age 0 to 17 Years	646,004	668,914	662,147	3.55	-1.01
Population Age 0 to 4 Years	166,754	180,212	183,746	8.07	1.96
Population Age 5 to 9 Years	185,722	182,240	170,919	-1.87	-6.21
Population Age 10 to 13 Years	150,734	156,678	157,334	3.94	0.42
Population Age 14 to 17 Years	142,794	149,784	150,148	4.90	0.24
School Age Population by Gender					
Male Population Age 0 to 17 Years	330,102	346,189	345,724	4.87	-0.13
Female Population Age 0 to 17 Years	315,902	322,725	316,423	2.16	-1.95
Male School Age Population by Age					
Male Population Age 0 to 4 Years	85,164	93,219	95,814	9.46	2.78
Male Population Age 5 to 9 Years	94,956	95,124	90,918	0.18	-4.42
Male Population Age 10 to 13 Years	77,138	80,657	81,236	4.56	0.72
Male Population Age 14 to 17 Years	72,844	77,189	77,756	5.96	0.73
Female School Age Population by Age					
Female Population Age 0 to 4 Years	81,590	86,993	87,932	6.62	1.08

Female Population Age 5 to 9 Years	90,766	87,116	80,001	-4.02	-8.17
Female Population Age 10 to 13 Years	73,596	76,022	76,098	3.30	0.10
Female Population Age 14 to 17 Years	69,950	72,594	72,392	3.78	-0.28
Population in School					
Nursery or Preschool	46,123	50,863	53,192	10.28	4.58
Kindergarten	37,815	40,945	39,737	8.28	-2.95
Grades 1 to 4	151,260	163,779	158,948	8.28	-2.95
Grades 5 to 8	153,455	176,008	182,894	14.70	3.91
Grades 9 to 12	145,371	168,263	174,539	15.75	3.73
Population in School by Gender					
Male Enrolled in School	272,915	310,489	318,245	13.77	2.50
Female Enrolled in School	261,109	289,368	291,065	10.82	0.59
Male Population in School by Grade					
Male Nursery or Preschool	23,556	26,310	27,737	11.69	5.42
Male Kindergarten	19,334	21,372	21,138	10.54	-1.09
Male Grades 1 to 4	77,336	85,488	84,550	10.54	-1.10
Male Grades 5 to 8	78,531	90,608	94,433	15.38	4.22
Male Grades 9 to 12	74,159	86,712	90,388	16.93	4.24
Female Population in School by Grade					
Female Nursery or Preschool	22,567	24,553	25,455	8.80	3.67
Female Kindergarten	18,481	19,573	18,599	5.91	-4.98
Female Grades 1 to 4	73,924	78,291	74,398	5.91	-4.97
Female Grades 5 to 8	74,924	85,401	88,461	13.98	3.58
Female Grades 9 to 12	71,213	81,550	84,152	14.52	3.19
Population in School					
Education, Total Enrollment (Pop 3+)	534,024	599,857	609,310	12.33	1.58
Education, Not Enrolled in School (Pop 3+)	1,749,999	1,799,087	1,836,156	2.81	2.06
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	100,911	119,806	121,676	18.72	1.56
Education, Enrolled Private Preprimary (Pop 3+)	24,103	30,525	32,503	26.64	6.48
Education, Enrolled Private Elementary or High School (Pop 3+)	76,808	89,281	89,173	16.24	-0.12

Education, Enrolled Public Schools (Pop 3+)	433,113	480,051	487,634	10.84	1.58
Education, Enrolled Public Preprimary (Pop 3+)	22,020	20,338	20,689	-7.64	1.73
Education, Enrolled Public Elementary or High School (Pop 3+)	411,093	459,713	466,945	11.83	1.57
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	51,565	62,005	63,531	20.25	2.46
Male Education, Enrolled Private Preprimary (Pop 3+)	12,310	15,790	16,949	28.27	7.34
Male Education, Enrolled Private Elementary or High School (Pop 3+)	39,255	46,215	46,583	17.73	0.80
Male Education, Enrolled Public Schools (Pop 3+)	221,350	248,485	254,714	12.26	2.51
Male Education, Enrolled Public Preprimary (Pop 3+)	11,246	10,520	10,788	-6.46	2.55
Male Education, Enrolled Public Elementary or High School (Pop 3+)	210,104	237,964	243,926	13.26	2.51
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	49,346	57,801	58,145	17.13	0.60
Female Education, Enrolled Private Preprimary (Pop 3+)	11,793	14,735	15,554	24.95	5.56
Female Education, Enrolled Private Elementary or High School (Pop 3+)	37,553	43,066	42,590	14.68	-1.11
Female Education, Enrolled Public Schools (Pop 3+)	211,763	231,566	232,920	9.35	0.58
Female Education, Enrolled Public Preprimary (Pop 3+)	10,774	9,818	9,901	-8.87	0.85
Female Education, Enrolled Public Elementary or High School (Pop 3+)	200,989	221,749	223,019	10.33	0.57
Population by Race					
White Population, Alone	1,719,315	1,761,923	1,747,851	2.48	-0.80
Black Population, Alone	699,962	733,898	768,673	4.85	4.74
Asian Population, Alone	69,901	91,872	103,769	31.43	12.95
Other Population	63,816	85,945	105,820	34.68	23.13
Population by Ethnicity					
Hispanic Population	51,329	76,895	94,619	49.81	23.05
White Non-Hispanic Population	1,692,851	1,716,059	1,685,992	1.37	-1.75
Population by Race As Percent of Total Population					
Percent of White Population, Alone	67.35	65.90	64.12	-2.15	-2.70
Percent of Black Population, Alone	27.42	27.45	28.20	0.11	2.73

Percent of Asian Population, Alone	2.74	3.44	3.81	25.55	10.76
Percent of Other Population	2.50	3.21	3.88	28.40	20.87
Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	2.01	2.88	3.47	43.28	20.49
Percent of White Non-Hispanic Population	66.31	64.18	61.85	-3.21	-3.63
Educational Attainment					
Education Attainment, College (Pop 25+)	292,130	332,294	348,202	13.75	4.79
Education Attainment, Graduate Degree (Pop 25+)	200,646	225,165	233,924	12.22	3.89
Household Income					
Household Income, Median (\$)	49,980	63,700	80,379	27.45	26.18
Household Income, Average (\$)	63,066	80,657	106,284	27.89	31.77
Households by Income					
Households with Income Less than \$25,000	227,283	188,815	142,427	-16.93	-24.57
Households with Income \$25,000 to \$49,999	259,956	227,960	183,839	-12.31	-19.35
Households with Income \$50,000 to \$74,999	207,799	201,176	179,413	-3.19	-10.82
Households with Income \$75,000 to \$99,999	124,580	162,087	197,434	30.11	21.81
Households with Income \$100,000 to \$124,999	68,039	107,671	147,789	58.25	37.26
Households with Income \$125,000 to \$149,999	32,880	66,703	102,573	102.87	53.78
Households with Income \$150,000 to \$199,999	28,132	48,044	66,045	70.78	37.47
Households with Income \$200,000 and Over	25,402	51,581	76,792	103.06	48.88
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	8,123	12,304	16,903	51.47	37.38
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	9,047	12,443	15,723	37.54	26.36
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	7,343	10,697	14,473	45.68	35.30
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	6,956	10,227	13,812	47.02	35.05
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	3,920	7,824	12,396	99.59	58.44
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	4,366	7,912	11,530	81.22	45.73
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	3,544	6,802	10,614	91.93	56.04

Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	3,357	6,503	10,129	93.71	55.76
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	3,380	5,595	7,997	65.53	42.93
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	3,765	5,658	7,439	50.28	31.48
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	3,055	4,865	6,848	59.25	40.76
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	2,894	4,651	6,535	60.71	40.51
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	1,694	3,421	5,327	101.95	55.71
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	1,887	3,460	4,956	83.36	43.24
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	1,531	2,974	4,562	94.25	53.40
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	1,450	2,843	4,353	96.07	53.11
Families with one or more children aged 0-4 and Income \$350,000 and over	1,286	2,601	4,022	102.26	54.63
Families with one or more children aged 5-9 and Income \$350,000 and over	1,433	2,630	3,741	83.53	42.24
Families with one or more children aged 10-13 and Income \$350,000 and over	1,163	2,261	3,443	94.41	52.28
Families with one or more children aged 14-17 and Income \$350,000 and over	1,102	2,162	3,286	96.19	51.99
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	559,149	430,815	337,574	-22.95	-21.64
Housing, Owner Households Valued \$250,000-\$299,999	36,118	101,137	63,781	180.02	-36.94
Housing, Owner Households Valued \$300,000-\$399,999	31,067	42,368	98,180	36.38	131.73
Housing, Owner Households Valued \$400,000-\$499,999	12,240	83,447	80,608	581.76	-3.40
Housing, Owner Households Valued \$500,000-\$749,999	9,005	26,666	81,647	196.12	206.18
Housing, Owner Households Valued \$750,000-\$999,999	3,010	30,247	67,092	904.88	121.81
Housing, Owner Households Valued More than \$1,000,000	2,578	13,375	41,416	418.81	209.65
Households by Length of Residence					
Length of Residence Less than 2 Years	48,798	72,881	87,083	49.35	19.49
Length of Residence 3 to 5 Years	73,197	109,322	130,625	49.35	19.49
Length of Residence 6 to 10 Years	256,037	279,383	292,361	9.12	4.65
Length of Residence More than 10 Years	596,040	592,451	586,242	-0.60	-1.05
Households by Race and Income					

White Households by Income					
White Households with Income Less than \$25,000	121,813	95,399	64,828	-21.68	-32.05
White Households with Income \$25,000 to \$49,999	172,890	139,900	100,139	-19.08	-28.42
White Households with Income \$50,000 to \$74,999	153,934	138,888	114,618	-9.77	-17.47
White Households with Income \$75,000 to \$99,999	100,258	118,686	132,516	18.38	11.65
White Households with Income \$100,000 to \$124,999	56,784	84,532	110,675	48.87	30.93
White Households with Income \$125,000 to \$149,999	28,409	54,134	80,117	90.55	48.00
White Households with Income \$150,000 to \$199,999	24,681	41,280	56,502	67.25	36.88
White Households with Income \$200,000 and Over	22,498	44,845	66,167	99.33	47.55
Black Households by Income					
Black Households with Income Less than \$25,000	95,489	80,661	67,630	-15.53	-16.16
Black Households with Income \$25,000 to \$49,999	75,505	72,982	70,357	-3.34	-3.60
Black Households with Income \$50,000 to \$74,999	45,009	49,991	52,279	11.07	4.58
Black Households with Income \$75,000 to \$99,999	19,700	36,016	51,134	82.82	41.98
Black Households with Income \$100,000 to \$124,999	8,746	18,900	28,614	116.10	51.40
Black Households with Income \$125,000 to \$149,999	3,389	10,252	17,274	202.51	68.49
Black Households with Income \$150,000 to \$199,999	2,550	5,192	7,104	103.61	36.83
Black Households with Income \$200,000 and Over	2,122	5,111	7,373	140.86	44.26
Asian Households by Income					
Asian Households with Income Less than \$25,000	5,062	6,030	4,717	19.12	-21.77
Asian Households with Income \$25,000 to \$49,999	5,930	7,069	6,053	19.21	-14.37
Asian Households with Income \$50,000 to \$74,999	4,740	6,155	5,567	29.85	-9.55
Asian Households with Income \$75,000 to \$99,999	2,852	4,406	7,056	54.49	60.15
Asian Households with Income \$100,000 to \$124,999	1,660	2,782	4,971	67.59	78.68
Asian Households with Income \$125,000 to \$149,999	666	1,588	3,391	138.44	113.54
Asian Households with Income \$150,000 to \$199,999	685	1,172	1,623	71.09	38.48
Asian Households with Income \$200,000 and Over	650	1,367	2,570	110.31	88.00
Other Households by Income					
Other Households with Income Less than \$25,000	4,919	6,725	5,252	36.71	-21.90
Other Households with Income \$25,000 to \$49,999	5,631	8,009	7,290	42.23	-8.98
Other Households with Income \$50,000 to \$74,999	4,116	6,142	6,949	49.22	13.14
Other Households with Income \$75,000 to \$99,999	1,770	2,979	6,728	68.31	125.85
Other Households with Income \$100,000 to \$124,999	849	1,457	3,529	71.61	142.21

Other Households with Income \$125,000 to \$149,999	416	729	1,791	75.24	145.68
Other Households with Income \$150,000 to \$199,999	216	400	816	85.19	104.00
Other Households with Income \$200,000 and Over	132	258	682	95.45	164.34
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	3,176	3,693	3,163	16.28	-14.35
Hispanic Households with Income \$25,000 to \$49,999	4,907	5,867	5,586	19.56	-4.79
Hispanic Households with Income \$50,000 to \$74,999	3,209	4,606	5,195	43.53	12.79
Hispanic Households with Income \$75,000 to \$99,999	1,650	2,975	5,401	80.30	81.55
Hispanic Households with Income \$100,000 to \$124,999	840	1,730	3,107	105.95	79.60
Hispanic Households with Income \$125,000 to \$149,999	424	964	1,670	127.36	73.24
Hispanic Households with Income \$150,000 to \$199,999	327	713	860	118.04	20.62
Hispanic Households with Income \$200,000 and Over	144	505	907	250.69	79.60
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	120,056	93,853	63,227	-21.83	-32.63
White Non-Hispanic Households with Income \$25,000 to \$49,999	170,708	137,955	97,725	-19.19	-29.16
White Non-Hispanic Households with Income \$50,000 to \$74,999	152,430	137,013	112,118	-10.11	-18.17
White Non-Hispanic Households with Income \$75,000 to \$99,999	99,290	115,895	128,833	16.72	11.16
White Non-Hispanic Households with Income \$100,000 to \$124,999	56,156	81,520	107,120	45.17	31.40
White Non-Hispanic Households with Income \$125,000 to \$149,999	28,034	51,511	77,243	83.74	49.95
White Non-Hispanic Households with Income \$150,000 to \$199,999	24,344	39,198	54,537	61.02	39.13
White Non-Hispanic Households with Income \$200,000 and Over	22,253	42,197	63,765	89.62	51.11

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.

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