

THE NAIS DEMOGRAPHIC CENTER

Metropolitan Area Reports

CBSA¹: Boston-Cambridge-Quincy, MA-NH²

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

Decreasing School Age Population

1. Between 2000 and 2008, the metropolitan area of Boston-Cambridge-Quincy reported declining numbers of households with children of school age from 549,177 to 531,053 (3.30 percent decrease). However, this number is expected to grow by 4.88 percent during the next five years, totaling 556,949 in 2013.
2. All school age population groups are expected to decrease during the next five years. After recording a growth rate of 2.40 percent during the period 2000-2008, the population of children between zero and 17 years is projected to decline by 2.33 percent from 1,054,159 in 2008 to 1,029,578 in 2013.
3. By gender, the female school age population is expected to drop by 2.93 percent by the year 2013, from 506,860 to 492,018; while the male school population is predicted to drop by 1.78 percent, from 547,299 in 2008 to 537,560 in 2013.

Declining Numbers of Younger Children

4. In absolute numbers, the second largest group in 2008 was children between five and nine years old at 292,630 behind the zero to four year old group (293,890); however, this was the only group that recorded a decline between 2000 and 2008 (-1.36 percent). By 2013, this decline will continue and children between five and nine years old are expected to drop by 6.49 percent, the largest fall. This age group will become the second largest group at 273,643, after children younger than five years old at 293,169.
5. By age and gender, the largest declines are projected to be in the number of girls age five to nine years, from 139,428 in 2008 to 128,592 in 2013 (7.77 percent decline), and boys in the same age group from 153,202 in 2008 to 145,051 in 2013 (5.32 percent decline). Teenagers between 14 and 17 years old are also expected to record

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 area includes the following counties: Essex, MA 25009, Middlesex, MA 25017, Norfolk, MA 25021, Plymouth, MA 25023, Suffolk, MA 25025, Rockingham, NH 33015, and Strafford, NH 33017.

minor drops during the same five-year period, especially in the case of girls (1.74 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 3.26 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 projected to drop by 4.59 percent in each case during the period 2008-2013.
7. By contrast, school population attending grades five to eight and grades nine to 12 in Boston-Cambridge-Quincy are forecasted to grow at 2.72 percent and 2.01 percent; respectively, during the years 2008 to 2013, after reporting growth rates of 11.61 percent and 12.15 percent, respectively, during the period 2000-2008.

Declining Enrollment in Private Schools

8. The number of students enrolled in private schools grew by almost 14 percent during the years 2000 to 2008; however, it is expected to diminish by the year 2013 by 0.64 percent. This decrease will be due to the anticipated drop of 2.5 percent of elementary and high school private enrollment, from 108,557 in 2008 to 105,846 in 2013. While total public school enrollment grew during 2000-2008 by almost nine percent (in spite of the fall of public preprimary by 8.97 percent), it is projected to have a marginal increase between 2008 and 2013 (0.62 percent).
9. By gender, during the period 2008 to 2013, male preprimary enrollment in private schools is anticipated to grow by 3.19 percent, while the female preprimary enrollment is expected to also increase by 2.23 percent. In contrast, the anticipated male and female enrollment rates for elementary and high school are projected to decrease by 1.90 percent and 3.14 percent, respectively.

Increasing Numbers of Minority Population

10. By race and ethnicity, the principle changes in the Boston-Cambridge-Quincy area are the declining numbers of the white population, while the population of Hispanics, 'Other'³ population,³ and Asians have increased substantially during the years 2000-2008 (33.56 percent increase, 24.58 percent increase, and 21.91 percent increase, respectively).
11. While the white population is expected to continue its declining numbers from 3,628,483 in 2007 to 3,563,218 in 2013 (a 1.80 percent decrease), minority groups are predicted to continue increasing by 2013, especially the 'Other' population that is forecasted to grow from 329,982 in 2008 to 384,199 in 2013 (16.43 percent).

Considerable Growth of Affluent Families

12. The number of families with school age children and income of at least \$100,000 per year is predicted to increase through 2013. In particular, families with children

³ "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.

younger than five years old and incomes between \$200,000 and \$349,999 are expected to increase from 8,552 in 2008 to 13,164 in 2013 (a 53.93 percent increase), followed by families with children between 10 and 13 years old and incomes between \$200,000 and \$349,999, who are expected to grow from 7,008 in 2008 to 10,737 in 2013 (53.21 percent). In absolute numbers, the largest group is expected to be families with children younger than five years old and incomes between \$100,000 and \$124,999 at 26,656 by 2013. The smallest group will be families with children between 10-13 years old and incomes over \$350,000 (at 6,379 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 an annual income between \$125,000 and \$149,999 are projected to record an increase of 47.93 percent, from 7,333 in 2008 to 10,848 in 2013. A similar trend is expected for Asian households with incomes of at least \$100,000 per year (increase of 79.47 percent, from 7,438 in 2008 to 13,349 in 2013). The highest growth rate is projected for Asian households with annual incomes over \$200,000 at 90.45 percent from 4,241 in 2008 to 8,077 in 2013.
14. 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 between \$125,000 to \$149,999 a year, who are expected to increase their numbers two and a half times, from 1,943 in 2008 to 4,883 in 2013 (a 151.31 percent increase).
15. Likewise, the number of Hispanic households with annual incomes of at least \$75,000 is forecasted to expand. For example, Hispanic families with annual incomes between \$75,000 and \$99,999 will increase by 90.67 percent from 11,774 in 2008 to 22,450 in 2013, and families with annual incomes between \$125,000 and \$149,999 are projected to soar, from 2,745 in 2008 to 5,190 in 2013 (an 89.07 percent increase).
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 638.63 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 96,402 in 2008 to 238,859 in 2013 (147.77 percent).

Stable Numbers of Population with Higher Education

17. The number of people older than 25 years of age who hold college degrees in metropolitan Boston-Cambridge-Quincy increased by 6.47 percent, from 638,515 in 2000 to 679,805 in 2008. This number is expected to increase to 688,587 by 2013 (a 1.29 percent increase). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 455,612 in 2000 to 476,727 in 2008 (a 4.63 percent increase), but it is forecasted that their numbers will almost remain the same by 2013 (a 0.51 percent increase).

Strategic Considerations for Schools

Given that all school population groups are projected to decline by 2013, independent schools in the Boston-Cambridge-Quincy 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 Decreasing 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 do 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 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 our school? 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 www.nais.org or buy in bulk to share) identifies what demographic, social, economic, political, scientific, and technological trends opinion leaders in education, business, and the media believe will have the greatest impact on independent education. 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 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).
 - ✓ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at www.nais.org/advocacy).
 - ✓ *Communications Handbook* (free to download at 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>).

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.



EASI NAIS Detailed Trend Report & Analysis - 2008

CBSA Name: Boston-Cambridge-Quincy, MA-NH

CBSA Code: 14460

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

State Name: Massachusetts

Dominant Profile: SUB_BUS

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Description	2000	2008	2013	% Growth (2000-2008)	% Growth Forecast (2008-2013)
Total Population and Households					
Population	4,391,344	4,485,758	4,511,446	2.15	0.57
Households	1,679,659	1,805,657	1,856,033	7.50	2.79
Households with School Age Population					
Households with Children Age 0 to 17 Years	549,177	531,053	556,949	-3.30	4.88
Percent of Households with Children Age 0 to 17 Years	32.70	29.41	30.01	-10.06	2.04
School Age Population					
Population Age 0 to 17 Years	1,029,450	1,054,159	1,029,578	2.40	-2.33
Population Age 0 to 4 Years	278,401	293,890	293,169	5.56	-0.25
Population Age 5 to 9 Years	296,660	292,630	273,643	-1.36	-6.49
Population Age 10 to 13 Years	234,552	240,827	239,122	2.68	-0.71
Population Age 14 to 17 Years	219,837	226,812	223,644	3.17	-1.40
School Age Population by Gender					
Male Population Age 0 to 17 Years	527,176	547,299	537,560	3.82	-1.78
Female Population Age 0 to 17 Years	502,274	506,860	492,018	0.91	-2.93
Male School Age Population by Age					
Male Population Age 0 to 4 Years	142,360	152,449	152,761	7.09	0.20
Male Population Age 5 to 9 Years	152,075	153,202	145,051	0.74	-5.32
Male Population Age 10 to 13 Years	120,006	124,111	123,477	3.42	-0.51
Male Population Age 14 to 17 Years	112,735	117,537	116,271	4.26	-1.08
Female School Age Population by Age					
Female Population Age 0 to 4 Years	136,041	141,441	140,408	3.97	-0.73

Female Population Age 5 to 9 Years	144,585	139,428	128,592	-3.57	-7.77
Female Population Age 10 to 13 Years	114,546	116,716	115,646	1.89	-0.92
Female Population Age 14 to 17 Years	107,102	109,275	107,372	2.03	-1.74
Population in School					
Nursery or Preschool	86,110	92,343	94,331	7.24	2.15
Kindergarten	60,815	65,210	63,083	7.23	-3.26
Grades 1 to 4	243,260	260,840	252,331	7.23	-3.26
Grades 5 to 8	240,415	268,331	275,624	11.61	2.72
Grades 9 to 12	225,332	252,715	257,782	12.15	2.01
Population in School by Gender					
Male Enrolled in School	438,467	487,844	492,690	11.26	0.99
Female Enrolled in School	417,466	451,594	450,461	8.18	-0.25
Male Population in School by Grade					
Male Nursery or Preschool	44,032	47,901	49,153	8.79	2.61
Male Kindergarten	31,175	34,140	33,439	9.51	-2.05
Male Grades 1 to 4	124,701	136,559	133,754	9.51	-2.05
Male Grades 5 to 8	123,005	138,285	142,325	12.42	2.92
Male Grades 9 to 12	115,553	130,960	134,020	13.33	2.34
Female Population in School by Grade					
Female Nursery or Preschool	42,078	44,442	45,178	5.62	1.66
Female Kindergarten	29,640	31,070	29,644	4.82	-4.59
Female Grades 1 to 4	118,559	124,281	118,577	4.83	-4.59
Female Grades 5 to 8	117,410	130,045	133,299	10.76	2.50
Female Grades 9 to 12	109,779	121,755	123,763	10.91	1.65
Population in School					
Education, Total Enrollment (Pop 3+)	855,933	939,438	943,151	9.76	0.40
Education, Not Enrolled in School (Pop 3+)	3,023,567	3,035,880	3,057,557	0.41	0.71
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	148,054	168,652	167,579	13.91	-0.64
Education, Enrolled Private Preprimary (Pop 3+)	50,684	60,095	61,733	18.57	2.73
Education, Enrolled Private Elementary or High School (Pop 3+)	97,370	108,557	105,846	11.49	-2.50

Education, Enrolled Public Schools (Pop 3+)	707,879	770,786	775,572	8.89	0.62
Education, Enrolled Public Preprimary (Pop 3+)	35,426	32,248	32,598	-8.97	1.09
Education, Enrolled Public Elementary or High School (Pop 3+)	672,453	738,538	742,974	9.83	0.60
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	75,807	87,553	87,475	15.49	-0.09
Male Education, Enrolled Private Preprimary (Pop 3+)	25,917	31,173	32,167	20.28	3.19
Male Education, Enrolled Private Elementary or High School (Pop 3+)	49,890	56,380	55,308	13.01	-1.90
Male Education, Enrolled Public Schools (Pop 3+)	362,661	400,292	405,215	10.38	1.23
Male Education, Enrolled Public Preprimary (Pop 3+)	18,115	16,728	16,986	-7.66	1.54
Male Education, Enrolled Public Elementary or High School (Pop 3+)	344,546	383,564	388,229	11.32	1.22
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	72,247	81,099	80,104	12.25	-1.23
Female Education, Enrolled Private Preprimary (Pop 3+)	24,767	28,922	29,566	16.78	2.23
Female Education, Enrolled Private Elementary or High School (Pop 3+)	47,480	52,177	50,538	9.89	-3.14
Female Education, Enrolled Public Schools (Pop 3+)	345,218	370,494	370,357	7.32	-0.04
Female Education, Enrolled Public Preprimary (Pop 3+)	17,311	15,520	15,612	-10.35	0.59
Female Education, Enrolled Public Elementary or High School (Pop 3+)	327,907	354,974	354,745	8.25	-0.06
Population by Race					
White Population, Alone	3,657,071	3,628,483	3,563,218	-0.78	-1.80
Black Population, Alone	266,073	279,423	294,118	5.02	5.26
Asian Population, Alone	203,330	247,870	269,911	21.91	8.89
Other Population	264,870	329,982	384,199	24.58	16.43
Population by Ethnicity					
Hispanic Population	281,605	376,119	426,618	33.56	13.43
White Non-Hispanic Population	3,545,277	3,477,979	3,381,205	-1.90	-2.78
Population by Race As Percent of Total Population					
Percent of White Population, Alone	83.28	80.89	78.98	-2.87	-2.36
Percent of Black Population, Alone	6.06	6.23	6.52	2.81	4.65

Percent of Asian Population, Alone	4.63	5.53	5.98	19.44	8.14
Percent of Other Population	6.03	7.36	8.52	22.06	15.76
Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	6.41	8.38	9.46	30.73	12.89
Percent of White Non-Hispanic Population	80.73	77.53	74.95	-3.96	-3.33
Educational Attainment					
Education Attainment, College (Pop 25+)	638,515	679,805	688,587	6.47	1.29
Education Attainment, Graduate Degree (Pop 25+)	455,612	476,727	479,181	4.63	0.51
Household Income					
Household Income, Median (\$)	55,589	67,814	85,227	21.99	25.68
Household Income, Average (\$)	72,168	90,348	121,199	25.19	34.15
Households by Income					
Households with Income Less than \$25,000	366,053	325,696	252,916	-11.02	-22.35
Households with Income \$25,000 to \$49,999	397,668	349,540	274,902	-12.10	-21.35
Households with Income \$50,000 to \$74,999	340,464	319,405	277,523	-6.19	-13.11
Households with Income \$75,000 to \$99,999	229,377	263,177	299,877	14.74	13.94
Households with Income \$100,000 to \$124,999	135,758	190,999	251,568	40.69	31.71
Households with Income \$125,000 to \$149,999	72,197	125,662	182,013	74.05	44.84
Households with Income \$150,000 to \$199,999	66,942	103,175	134,713	54.13	30.57
Households with Income \$200,000 and Over	71,200	128,003	182,521	79.78	42.59
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	15,323	20,328	26,656	32.66	31.13
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	16,328	20,241	24,881	23.96	22.92
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	12,909	16,658	21,742	29.04	30.52
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	12,099	15,688	20,335	29.66	29.62
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	8,200	13,721	20,036	67.33	46.02
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	8,738	13,662	18,701	56.35	36.88
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	6,909	11,244	16,342	62.74	45.34

Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	6,475	10,589	15,284	63.54	44.34
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	7,712	11,286	15,068	46.34	33.51
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	8,218	11,238	14,064	36.75	25.15
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	6,497	9,248	12,290	42.34	32.89
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	6,090	8,710	11,494	43.02	31.96
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	4,815	8,229	11,956	70.90	45.29
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	5,131	8,194	11,159	59.70	36.19
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	4,057	6,743	9,752	66.21	44.62
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	3,802	6,351	9,120	67.04	43.60
Families with one or more children aged 0-4 and Income \$350,000 and over	3,564	6,294	9,029	76.60	43.45
Families with one or more children aged 5-9 and Income \$350,000 and over	3,798	6,267	8,427	65.01	34.47
Families with one or more children aged 10-13 and Income \$350,000 and over	3,003	5,157	7,364	71.73	42.80
Families with one or more children aged 14-17 and Income \$350,000 and over	2,814	4,857	6,888	72.60	41.82
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	644,339	259,094	137,568	-59.79	-46.90
Housing, Owner Households Valued \$250,000-\$299,999	124,669	231,986	60,364	86.08	-73.98
Housing, Owner Households Valued \$300,000-\$399,999	124,392	123,269	167,338	-0.90	35.75
Housing, Owner Households Valued \$400,000-\$499,999	57,489	267,440	202,320	365.20	-24.35
Housing, Owner Households Valued \$500,000-\$749,999	47,001	96,402	238,859	105.11	147.77
Housing, Owner Households Valued \$750,000-\$999,999	14,965	110,536	236,030	638.63	113.53
Housing, Owner Households Valued More than \$1,000,000	12,061	40,552	138,404	236.22	241.30
Households by Length of Residence					
Length of Residence Less than 2 Years	81,220	118,213	134,091	45.55	13.43
Length of Residence 3 to 5 Years	121,830	177,319	201,136	45.55	13.43
Length of Residence 6 to 10 Years	446,148	482,546	497,592	8.16	3.12
Length of Residence More than 10 Years	1,030,461	1,027,580	1,023,214	-0.28	-0.42
Households by Race and Income					

White Households by Income					
White Households with Income Less than \$25,000	289,443	237,851	175,337	-17.82	-26.28
White Households with Income \$25,000 to \$49,999	334,070	275,474	205,703	-17.54	-25.33
White Households with Income \$50,000 to \$74,999	296,501	264,428	219,342	-10.82	-17.05
White Households with Income \$75,000 to \$99,999	207,927	228,334	240,936	9.81	5.52
White Households with Income \$100,000 to \$124,999	125,311	172,010	217,089	37.27	26.21
White Households with Income \$125,000 to \$149,999	66,955	115,373	163,704	72.31	41.89
White Households with Income \$150,000 to \$199,999	62,591	95,519	124,488	52.61	30.33
White Households with Income \$200,000 and Over	67,422	120,325	169,068	78.47	40.51
Black Households by Income					
Black Households with Income Less than \$25,000	32,385	29,711	26,394	-8.26	-11.16
Black Households with Income \$25,000 to \$49,999	26,503	25,724	25,732	-2.94	0.03
Black Households with Income \$50,000 to \$74,999	17,030	19,003	19,922	11.59	4.84
Black Households with Income \$75,000 to \$99,999	7,699	13,792	20,355	79.14	47.59
Black Households with Income \$100,000 to \$124,999	3,342	7,333	10,848	119.42	47.93
Black Households with Income \$125,000 to \$149,999	1,573	3,795	5,337	141.26	40.63
Black Households with Income \$150,000 to \$199,999	1,106	2,214	2,712	100.18	22.49
Black Households with Income \$200,000 and Over	1,077	2,329	2,945	116.25	26.45
Asian Households by Income					
Asian Households with Income Less than \$25,000	15,844	19,611	17,062	23.78	-13.00
Asian Households with Income \$25,000 to \$49,999	14,059	16,483	13,952	17.24	-15.36
Asian Households with Income \$50,000 to \$74,999	13,185	15,941	13,063	20.90	-18.05
Asian Households with Income \$75,000 to \$99,999	8,043	11,837	18,206	47.17	53.81
Asian Households with Income \$100,000 to \$124,999	4,562	7,438	13,349	63.04	79.47
Asian Households with Income \$125,000 to \$149,999	2,578	4,551	8,089	76.53	77.74
Asian Households with Income \$150,000 to \$199,999	2,535	4,229	5,306	66.82	25.47
Asian Households with Income \$200,000 and Over	2,045	4,241	8,077	107.38	90.45
Other Households by Income					
Other Households with Income Less than \$25,000	28,381	38,523	34,123	35.74	-11.42
Other Households with Income \$25,000 to \$49,999	23,036	31,859	29,515	38.30	-7.36
Other Households with Income \$50,000 to \$74,999	13,748	20,033	25,196	45.72	25.77
Other Households with Income \$75,000 to \$99,999	5,708	9,214	20,380	61.42	121.19
Other Households with Income \$100,000 to \$124,999	2,543	4,218	10,282	65.87	143.76

Other Households with Income \$125,000 to \$149,999	1,091	1,943	4,883	78.09	151.31
Other Households with Income \$150,000 to \$199,999	710	1,213	2,207	70.85	81.95
Other Households with Income \$200,000 and Over	656	1,108	2,431	68.90	119.40
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	31,364	39,396	37,333	25.61	-5.24
Hispanic Households with Income \$25,000 to \$49,999	23,259	30,074	31,361	29.30	4.28
Hispanic Households with Income \$50,000 to \$74,999	14,478	20,505	23,303	41.63	13.65
Hispanic Households with Income \$75,000 to \$99,999	5,460	11,774	22,450	115.64	90.67
Hispanic Households with Income \$100,000 to \$124,999	2,648	5,573	9,713	110.46	74.29
Hispanic Households with Income \$125,000 to \$149,999	1,014	2,745	5,190	170.71	89.07
Hispanic Households with Income \$150,000 to \$199,999	750	1,692	2,140	125.60	26.48
Hispanic Households with Income \$200,000 and Over	736	1,583	2,562	115.08	61.84
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	277,336	224,964	163,070	-18.88	-27.51
White Non-Hispanic Households with Income \$25,000 to \$49,999	325,742	265,562	194,736	-18.47	-26.67
White Non-Hispanic Households with Income \$50,000 to \$74,999	291,084	256,754	210,201	-11.79	-18.13
White Non-Hispanic Households with Income \$75,000 to \$99,999	205,096	220,587	230,496	7.55	4.49
White Non-Hispanic Households with Income \$100,000 to \$124,999	123,723	165,450	208,489	33.73	26.01
White Non-Hispanic Households with Income \$125,000 to \$149,999	66,185	110,050	157,307	66.28	42.94
White Non-Hispanic Households with Income \$150,000 to \$199,999	61,940	91,382	120,243	47.53	31.58
White Non-Hispanic Households with Income \$200,000 and Over	66,648	113,994	163,412	71.04	43.35

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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