

THE NAIS DEMOGRAPHIC CENTER

Metropolitan Area Reports

CBSA¹: Buffalo-Niagara Falls, NY²

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. During 2000-2008, the metropolitan area of Buffalo-Niagara Falls reported declining numbers of households with children of school age from 149,144 to 134,144 (10.08 percent decrease). However, this number is expected to grow by 1.97 percent during the next five years, totaling 136,754 in 2013.
2. In addition, all school population groups are expected to diminish during the next five years. After recording a decline of 4.46 percent during the period 2000-2008, the school population, age 0 to 17 years, is projected to continue this trend by 5.51 percent from 272,092 in 2008 to 257,093 in 2013.
3. By gender, the female school population is expected to drop by 6.22 percent by the year 2013, from 130,853 to 122,713; while the male school population is predicted to drop by 4.86 percent from 141,239 in 2008 to 134,380 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 72,065. However, this group recorded the highest decline during 2000-2008, and is expected to continue dropping by 11.76 percent by 2013. By that year, children between five and nine years old are forecasted to reach 63,590, the second largest group after children younger than five years old at 67,337.
5. By age and gender, the main fall is projected to be in the number of girls age five to nine years, from 34,407 in 2008 to 29,811 in 2013 (13.36 percent decline). Male students in the same age group are also expected to record drops during the same five-year period, from 37,658 in 2008 to 33,779 in 2013 (10.30 percent decrease).
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 8.65 in each case by the year 2013. Kindergarten population is expected to decrease from 16,003 in 2008

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: Erie, NY 36029; and Niagara, NY 36063.

to 14,618 in 2013, while students attending grades one to four are forecasted to diminish from 64,011 in 2008 to 58,472 in 2013.

7. When broken down by gender, the number of girls attending kindergarten and grades one to four are projected to drop by 10.31 percent in each case, reaching 6,853 and 27,412, respectively, by 2013.

Decreasing Enrollment in Private Schools

8. Population enrolled in private schools grew by 9.27 percent during the years 2000 to 2008; however, it is expected to diminish by 3.26 percent by the year 2013. This decrease will be mainly due to the anticipated drop of 4.19 percent of elementary and high school private enrollment, from 33,156 in 2008 to 31,766 in 2013.
9. By gender, male enrollment in private schools is anticipated to decrease from 22,813 in 2008 to 22,323 in 2013 (2.15 percent decrease), while female enrollment is expected to drop by 3.54 percent from 21,134 in 2008 to 20,785 in 2013. Furthermore, during the period 2008-2013, male preprimary enrollment is anticipated to grow by 2.04 percent, while female preprimary enrollment is expected to grow barely by 0.71 percent. Similarly, the anticipated male and female enrollment rates for elementary and high school are negative 3.50 percent and negative 4.94 percent, respectively.

Declining Numbers of White Population

10. By race and ethnicity, the principal changes in the Buffalo-Niagara Falls area are the declining numbers of the white population, while Hispanics, Asians, and 'other'³ population have increased substantially during the years 2000-2008 at 25.95 percent, 19.83 percent, and 14.84 percent, respectively.
11. While the white population is expected to continue its declining numbers from 942,873 in 2008 to 912,120 in 2013 (3.26 decrease), minority groups are predicted to continue increasing by 2013, especially the 'other' population that is forecasted to grow from 42,880 in 2008 to 48,970 in 2013 (14.20 percent). Even with the substantial increases projected for minority groups, white population still represents 83.01 percent in this region.

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 throughout 2013. In particular, families with children between 10 and 13 years old and incomes between \$125,000 and \$149,999 are expected to increase from 1,882 in 2008 to 3,082 in 2013 (61.64 percent), followed by families in the same income level and with children younger than five years old, who are expected to grow from 1,970 in 2008 to 3,150 in 2013 (60.30 percent). In

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.

- 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 5,535 by 2013.
13. The number of African American households with income 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 44.23 percent, from 823 in 2008 to 1,187 in 2013. A similar trend is expected for Asian households with income of at least \$100,000 per year. The highest growth rate is projected for Asian households with an annual income between \$125,000 and \$149,000 at 116.77 percent from 155 in 2008 to 336 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 increase significantly by 2013, especially those households with incomes between \$125,000 to \$149,999 a year, who are expected to increase by 462.26 percent from 53 in 2008 to 298 in 2013.
 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 between \$125,000 and \$149,999 are projected to soar from 115 in 2008 to 221 in 2013 (92.17 percent).
 16. In general, the number of households with homes 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 1,142.08 percent during this period. A positive trend is expected to continue through 2013, since people who buy a new house tend to move to a bigger and more valuable home. For instance, the number of owner households with homes valued between \$300,000 and \$399,999 is expected to increase from 7,081 in 2008 to 23,400 in 2013 (230.46 percent).

Slight Decline of Population with Higher Education

17. The number of people older than 25 years of age who hold college degrees in the Buffalo-Niagara Falls area increased by 5.15 percent, from 107,731 in 2000 to 113,284 in 2008. This number is foreseen to remain almost the same by 2013 (0.20 percent decrease). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 74,200 in 2000 to 77,784 in 2008 (4.83 percent), but it is forecasted that their numbers will slightly drop by 0.38 percent by the year 2013.

Strategic Considerations for Schools

Given that all school population groups are projected to decline by 2013, independent schools in the Buffalo-Niagara Falls 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 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 will 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 they are 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 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.
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,

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>.

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.

- ✓ **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).
 - ✓ 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>).
 - ✓ *Penny-Wise: Paying for Your Child's Independent School Education* (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: Buffalo-Niagara Falls, NY

CBSA Code: 15380

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

State Name: New York

Dominant Profile: NO_CAR

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Description	2000	2008	2013	% Growth (2000-2008)	% Growth Forecast (2008-2013)
Total Population and Households					
Population	1,170,111	1,125,506	1,098,749	-3.81	-2.38
Households	468,719	469,509	468,219	0.17	-0.27
Households with School Age Population					
Households with Children Age 0 to 17 Years	149,144	134,114	136,754	-10.08	1.97
Percent of Households with Children Age 0 to 17 Years	31.82	28.56	29.21	-10.25	2.28
School Age Population					
Population Age 0 to 17 Years	284,787	272,092	257,093	-4.46	-5.51
Population Age 0 to 4 Years	71,002	69,631	67,337	-1.93	-3.29
Population Age 5 to 9 Years	81,223	72,065	63,590	-11.28	-11.76
Population Age 10 to 13 Years	67,235	66,512	64,878	-1.08	-2.46
Population Age 14 to 17 Years	65,327	63,884	61,288	-2.21	-4.06
School Age Population by Gender					
Male Population Age 0 to 17 Years	145,906	141,239	134,380	-3.20	-4.86
Female Population Age 0 to 17 Years	138,881	130,853	122,713	-5.78	-6.22
Male School Age Population by Age					
Male Population Age 0 to 4 Years	36,317	36,086	35,114	-0.64	-2.69
Male Population Age 5 to 9 Years	41,546	37,658	33,779	-9.36	-10.30
Male Population Age 10 to 13 Years	34,602	34,450	33,659	-0.44	-2.30
Male Population Age 14 to 17 Years	33,441	33,045	31,828	-1.18	-3.68
Female School Age Population by Age					
Female Population Age 0 to 4 Years	34,685	33,545	32,223	-3.29	-3.94

Female Population Age 5 to 9 Years	39,677	34,407	29,811	-13.28	-13.36
Female Population Age 10 to 13 Years	32,634	32,062	31,218	-1.75	-2.63
Female Population Age 14 to 17 Years	31,885	30,839	29,461	-3.28	-4.47
Population in School					
Nursery or Preschool	19,769	19,583	19,486	-0.94	-0.50
Kindergarten	16,539	16,003	14,618	-3.24	-8.65
Grades 1 to 4	66,155	64,011	58,472	-3.24	-8.65
Grades 5 to 8	68,453	73,848	74,570	7.88	0.98
Grades 9 to 12	66,510	70,931	70,445	6.65	-0.69
Population in School by Gender					
Male Enrolled in School	121,686	126,900	124,258	4.28	-2.08
Female Enrolled in School	115,740	117,476	113,334	1.50	-3.53
Male Population in School by Grade					
Male Nursery or Preschool	10,112	10,149	10,161	0.37	0.12
Male Kindergarten	8,460	8,362	7,765	-1.16	-7.14
Male Grades 1 to 4	33,839	33,449	31,061	-1.15	-7.14
Male Grades 5 to 8	35,228	38,249	38,688	8.58	1.15
Male Grades 9 to 12	34,047	36,690	36,583	7.76	-0.29
Female Population in School by Grade					
Female Nursery or Preschool	9,657	9,434	9,325	-2.31	-1.16
Female Kindergarten	8,079	7,640	6,853	-5.43	-10.30
Female Grades 1 to 4	32,316	30,562	27,412	-5.43	-10.31
Female Grades 5 to 8	33,225	35,599	35,883	7.15	0.80
Female Grades 9 to 12	32,463	34,240	33,862	5.47	-1.10
Population in School					
Education, Total Enrollment (Pop 3+)	237,426	244,376	237,592	2.93	-2.78
Education, Not Enrolled in School (Pop 3+)	814,092	770,078	752,735	-5.41	-2.25
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	40,220	43,947	42,708	9.27	-2.82
Education, Enrolled Private Preprimary (Pop 3+)	9,286	10,791	10,942	16.21	1.40
Education, Enrolled Private Elementary or High School (Pop 3+)	30,934	33,156	31,766	7.18	-4.19

Education, Enrolled Public Schools (Pop 3+)	197,206	200,429	194,884	1.63	-2.77
Education, Enrolled Public Preprimary (Pop 3+)	10,483	8,792	8,544	-16.13	-2.82
Education, Enrolled Public Elementary or High School (Pop 3+)	186,723	191,637	186,340	2.63	-2.76
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	20,607	22,813	22,323	10.71	-2.15
Male Education, Enrolled Private Preprimary (Pop 3+)	4,750	5,592	5,706	17.73	2.04
Male Education, Enrolled Private Elementary or High School (Pop 3+)	15,857	17,220	16,618	8.60	-3.50
Male Education, Enrolled Public Schools (Pop 3+)	101,079	104,088	101,934	2.98	-2.07
Male Education, Enrolled Public Preprimary (Pop 3+)	5,362	4,556	4,455	-15.03	-2.22
Male Education, Enrolled Public Elementary or High School (Pop 3+)	95,717	99,531	97,479	3.98	-2.06
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	19,613	21,134	20,385	7.76	-3.54
Female Education, Enrolled Private Preprimary (Pop 3+)	4,536	5,199	5,236	14.62	0.71
Female Education, Enrolled Private Elementary or High School (Pop 3+)	15,077	15,936	15,148	5.70	-4.94
Female Education, Enrolled Public Schools (Pop 3+)	96,127	96,341	92,950	0.22	-3.52
Female Education, Enrolled Public Preprimary (Pop 3+)	5,121	4,236	4,089	-17.28	-3.47
Female Education, Enrolled Public Elementary or High School (Pop 3+)	91,006	92,106	88,861	1.21	-3.52
Population by Race					
White Population, Alone	980,346	942,873	912,120	-3.82	-3.26
Black Population, Alone	137,049	121,328	117,584	-11.47	-3.09
Asian Population, Alone	15,376	18,425	20,075	19.83	8.96
Other Population	37,340	42,880	48,970	14.84	14.20
Population by Ethnicity					
Hispanic Population	33,967	42,783	48,590	25.95	13.57
White Non-Hispanic Population	965,233	920,946	884,948	-4.59	-3.91
Population by Race As Percent of Total Population					
Percent of White Population, Alone	83.78	83.77	83.01	-0.01	-0.91
Percent of Black Population, Alone	11.71	10.78	10.70	-7.94	-0.74

Percent of Asian Population, Alone	1.31	1.64	1.83	25.19	11.59
Percent of Other Population	3.19	3.81	4.46	19.44	17.06
Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	2.90	3.80	4.42	31.03	16.32
Percent of White Non-Hispanic Population	82.49	81.83	80.54	-0.80	-1.58
Educational Attainment					
Education Attainment, College (Pop 25+)	107,731	113,284	113,057	5.15	-0.20
Education Attainment, Graduate Degree (Pop 25+)	74,200	77,784	77,492	4.83	-0.38
Household Income					
Household Income, Median (\$)	38,939	49,240	64,193	26.45	30.37
Household Income, Average (\$)	49,359	63,627	82,198	28.91	29.19
Households by Income					
Households with Income Less than \$25,000	151,947	116,918	84,146	-23.05	-28.03
Households with Income \$25,000 to \$49,999	139,540	121,355	102,153	-13.03	-15.82
Households with Income \$50,000 to \$74,999	89,231	87,947	84,214	-1.44	-4.24
Households with Income \$75,000 to \$99,999	45,735	62,738	79,472	37.18	26.67
Households with Income \$100,000 to \$124,999	20,625	36,954	53,061	79.17	43.59
Households with Income \$125,000 to \$149,999	9,153	19,271	30,134	110.54	56.37
Households with Income \$150,000 to \$199,999	6,637	12,689	17,952	91.19	41.48
Households with Income \$200,000 and Over	5,851	11,637	17,087	98.89	46.83
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	2,227	3,784	5,535	69.91	46.27
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	2,547	3,916	5,227	53.75	33.48
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	2,109	3,614	5,333	71.36	47.57
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	2,049	3,472	5,038	69.45	45.10
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	985	1,970	3,158	100.00	60.30
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	1,127	2,039	2,982	80.92	46.25
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	933	1,882	3,042	101.71	61.64

Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	906	1,808	2,874	99.56	58.96
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	700	1,277	1,886	82.43	47.69
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	801	1,321	1,781	64.92	34.82
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	663	1,220	1,817	84.01	48.93
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	644	1,171	1,717	81.83	46.63
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	331	624	946	88.52	51.60
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	378	646	893	70.90	38.24
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	313	597	911	90.73	52.60
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	304	573	861	88.49	50.26
Families with one or more children aged 0-4 and Income \$350,000 and over	258	519	789	101.16	52.02
Families with one or more children aged 5-9 and Income \$350,000 and over	295	537	745	82.03	38.73
Families with one or more children aged 10-13 and Income \$350,000 and over	245	496	760	102.45	53.23
Families with one or more children aged 14-17 and Income \$350,000 and over	238	476	718	100.00	50.84
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	302,975	281,677	244,593	-7.03	-13.17
Housing, Owner Households Valued \$250,000-\$299,999	3,692	20,085	27,072	444.01	34.79
Housing, Owner Households Valued \$300,000-\$399,999	2,323	7,081	23,400	204.82	230.46
Housing, Owner Households Valued \$400,000-\$499,999	894	8,498	14,774	850.56	73.85
Housing, Owner Households Valued \$500,000-\$749,999	505	3,498	9,818	592.67	180.67
Housing, Owner Households Valued \$750,000-\$999,999	221	2,745	7,310	1142.08	166.30
Housing, Owner Households Valued More than \$1,000,000	204	1,659	4,213	713.24	153.95
Households by Length of Residence					
Length of Residence Less than 2 Years	20,675	22,012	23,655	6.47	7.46
Length of Residence 3 to 5 Years	31,013	33,018	35,483	6.47	7.47
Length of Residence 6 to 10 Years	102,547	103,221	103,725	0.66	0.49
Length of Residence More than 10 Years	314,484	311,259	305,355	-1.03	-1.90
Households by Race and Income					

White Households by Income					
White Households with Income Less than \$25,000	114,625	85,115	57,117	-25.74	-32.89
White Households with Income \$25,000 to \$49,999	120,974	102,432	83,027	-15.33	-18.94
White Households with Income \$50,000 to \$74,999	81,658	78,744	73,045	-3.57	-7.24
White Households with Income \$75,000 to \$99,999	42,815	57,857	71,309	35.13	23.25
White Households with Income \$100,000 to \$124,999	19,500	34,602	49,274	77.45	42.40
White Households with Income \$125,000 to \$149,999	8,672	18,240	28,313	110.33	55.22
White Households with Income \$150,000 to \$199,999	6,203	11,971	17,253	92.99	44.12
White Households with Income \$200,000 and Over	5,149	10,512	15,501	104.16	47.46
Black Households by Income					
Black Households with Income Less than \$25,000	29,727	22,859	19,347	-23.10	-15.36
Black Households with Income \$25,000 to \$49,999	13,727	12,854	13,084	-6.36	1.79
Black Households with Income \$50,000 to \$74,999	5,500	6,327	6,966	15.04	10.10
Black Households with Income \$75,000 to \$99,999	2,217	3,691	5,109	66.49	38.42
Black Households with Income \$100,000 to \$124,999	823	1,806	2,603	119.44	44.13
Black Households with Income \$125,000 to \$149,999	393	823	1,187	109.41	44.23
Black Households with Income \$150,000 to \$199,999	279	477	519	70.97	8.81
Black Households with Income \$200,000 and Over	367	585	693	59.40	18.46
Asian Households by Income					
Asian Households with Income Less than \$25,000	1,744	1,961	1,587	12.44	-19.07
Asian Households with Income \$25,000 to \$49,999	1,486	1,723	1,697	15.95	-1.51
Asian Households with Income \$50,000 to \$74,999	787	1,043	1,100	32.53	5.47
Asian Households with Income \$75,000 to \$99,999	336	612	1,244	82.14	103.27
Asian Households with Income \$100,000 to \$124,999	158	302	592	91.14	96.03
Asian Households with Income \$125,000 to \$149,999	69	155	336	124.64	116.77
Asian Households with Income \$150,000 to \$199,999	111	174	144	56.76	-17.24
Asian Households with Income \$200,000 and Over	271	447	707	64.94	58.17
Other Households by Income					
Other Households with Income Less than \$25,000	5,851	6,983	6,095	19.35	-12.72
Other Households with Income \$25,000 to \$49,999	3,353	4,346	4,345	29.62	-0.02
Other Households with Income \$50,000 to \$74,999	1,286	1,833	3,103	42.53	69.29
Other Households with Income \$75,000 to \$99,999	367	578	1,810	57.49	213.15
Other Households with Income \$100,000 to \$124,999	144	244	592	69.44	142.62

Other Households with Income \$125,000 to \$149,999	19	53	298	178.95	462.26
Other Households with Income \$150,000 to \$199,999	44	67	36	52.27	-46.27
Other Households with Income \$200,000 and Over	64	93	186	45.31	100.00
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	5,341	5,778	5,323	8.18	-7.87
Hispanic Households with Income \$25,000 to \$49,999	2,912	3,427	3,625	17.69	5.78
Hispanic Households with Income \$50,000 to \$74,999	1,341	1,986	2,465	48.10	24.12
Hispanic Households with Income \$75,000 to \$99,999	434	916	1,935	111.06	111.24
Hispanic Households with Income \$100,000 to \$124,999	125	373	665	198.40	78.28
Hispanic Households with Income \$125,000 to \$149,999	25	115	221	360.00	92.17
Hispanic Households with Income \$150,000 to \$199,999	31	44	52	41.94	18.18
Hispanic Households with Income \$200,000 and Over	47	84	130	78.72	54.76
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	112,584	83,516	55,625	-25.82	-33.40
White Non-Hispanic Households with Income \$25,000 to \$49,999	119,752	101,117	81,421	-15.56	-19.48
White Non-Hispanic Households with Income \$50,000 to \$74,999	80,890	77,734	71,828	-3.90	-7.60
White Non-Hispanic Households with Income \$75,000 to \$99,999	42,459	56,681	69,797	33.50	23.14
White Non-Hispanic Households with Income \$100,000 to \$124,999	19,363	33,516	48,042	73.09	43.34
White Non-Hispanic Households with Income \$125,000 to \$149,999	8,619	17,428	27,613	102.20	58.44
White Non-Hispanic Households with Income \$150,000 to \$199,999	6,163	11,403	16,853	85.02	47.79
White Non-Hispanic Households with Income \$200,000 and Over	5,105	9,978	15,100	95.46	51.33

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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