

THE NAIS DEMOGRAPHIC CENTER **Metropolitan Area Reports**

CBSA¹: Chicago-Naperville-Joliet, IL-IN-WI²

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 Numbers of School Age Population

- 1. During 2000-2008, the metropolitan area of Chicago-Naperville-Joliet reported declining numbers of households with children of school age from 1,223,522 to 1,191,217 (2.64 percent decrease). However, this number is expected to grow by 7.05 percent during the next five years, totaling 1,275,197 in 2013.
- 2. In contrast, the school population is expected to remain almost the same by 2013. After recording a growth rate of 4.12 percent during the period 2000-2008, it is projected to slightly fall by 0.45 percent from 2,548,212 in 2008 to 2,536,841 in 2013. This decline is expected to occur mainly due to the drop of 5.88 percent in the school population age five to nine years old in the next five years.
- 3. By gender, the female school population is expected to decrease by 1.28 percent by the year 2013, from 1,220,537 to 1,204,924; while the male school population is predicted to decrease by only 0.02 percent from 1,322,845 in 2008 to 1,322,591 in 2013.

Declining Numbers of Young Children

- 4. By age and gender, the only groups projected to decrease are girls age five to nine years, from 335,462 in 2008 to 312,510 in 2013 (6.84 percent decline), and boys in the same age group from 368,701 in 2008 to 350,294 in 2013 (5.01 percent decline). All other age groups are expected to record minor growth rates by 2013 between 0.60 (female population age 14 to 17 years old) and 3.34 percent (male population younger than five years old).
- 5. 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 1.95 in each case by the year 2013. When broken down by gender, the number of girls attending

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: Cook, IL 17031; DeKalb, IL 17037; DuPage, IL 17043; Grundy, IL

^{17063;} Kane, IL 17089; Kendall, IL 17093; Lake, IL 17097; McHenry, IL 17111; Will, IL 17197; Jasper, IN 18073; Lake, IN 18089; Newton, IN 18111; Porter, IN 18127; and Kenosha, WI 55059.



kindergarten and grades one to four are projected to drop by 2.95 percent in each case during the period 2008-2013.

6. By contrast, school population attending grades five to eight and grades nine to 12 in Chicago-Naperville-Joliet are forecasted to grow by 4.84 percent and 5.08 percent; this comes after reporting growth rates of 14.23 percent and 15.80 percent, respectively, during the period 2000-2008.

Minor Growth of Private School Enrollment

- 7. Population enrolled in private schools grew by more than 17 percent during the years 2000 to 2008; however, this growth is expected to diminish to only 1.56 percent by the year 2013. This decrease will be mainly due to the anticipated drop of 0.74 percent of elementary and high school private enrollment, from 274,749 in 2008 to 277,655 in 2013. On the contrary, while total public school enrollment grew during 2000-2008 by more than eleven percent (in spite of the fall of public preprimary by 6.97 percent), it is projected to grow at 2.79 percent by 2013.
- 8. By gender, during the period 2008 to 2013, male preprimary enrollment in private schools is anticipated to grow by 8.52 percent, while the female preprimary enrollment is expected to rise by 6.37 percent. While the anticipated male and female enrollment rates for elementary and high school are negative 0.28 percent and negative 1.23 percent, respectively.

Increasing Numbers of Minority Population

- By race and ethnicity, the principal changes in the Chicago-Naperville-Joliet area are the static numbers of the white population, while Asians, 'Other³ population,' and Hispanics have increased substantially during the years 2000-2008 at 23.30 percent, 22.71 percent, and 19.78 percent, respectively.
- 10. While the white population is expected to maintain the relatively similar numbers from 6,264,078 in 2008 to 6,289,275 in 2013 (0.40 increase), minorities groups are predicted to continue increasing by 2013, especially the 'Other' population that is forecasted to grow from 1,143,958 in 2008 to 1,339,390 in 2013 (17.08 percent). The second largest increase is forecasted among Hispanic people. By the year 2013, their percentage over the total population in this area is expected to be 20.03 percent compared to 16.43 percent in 2000.

Considerable Growth of Affluent Families

11. 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 younger than five years old and incomes between \$200,000 and \$349,999 are expected to increase from 15,948 in 2008 to 24,273 in 2013 (59.50 percent), followed by families with teenagers between 14 and 17 years old and income between

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.



\$200,000 and \$349,999, who are expected to grow from 11,540 in 2008 to 18,151 in 2013 (57.18 percent). In absolute numbers, families with children younger than five years old and incomes between \$100,000 and \$199,900 are expected to become the largest group numerically in the next five years. Their numbers are anticipated to increase from 93,028 in 2008 to 138,440 in 2013 (48.81 percent).

- 12. The number of African American households with incomes of at least \$100,000 per year is projected to continue growing through 2013. In particular, households with annual incomes between \$125,000 and \$ 149,000 are projected to record an increase of 49.23 percent, from 21,778 in 2008 to 32,499 in 2013. A similar trend is expected for Asian households with incomes of at least \$100,000 per year. The highest growth rate is projected for Asian households with annual incomes between \$125,000 and \$ 149,999 at 100.08 percent from 10,414 in 2008 to 20,836 in 2013.
- 13. Although their numbers are not that large, 'Other households' with annual incomes of at least \$100,000 per year are also predicted to more than double their numbers by 2013, especially those households with incomes between \$125,000 to \$149,999 a year, who are expected to triple their numbers from 5,888 in 2008 to 16,741 in 2013 (184.32 percent).
- 14. 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 15,160 in 2008 to 30,326 in 2013 (100.04 percent).
- 15. In general, the number of households with home values over \$500,000 reported record growth numbers during the period 2000-2008. In particular, the number of households with homes valued between \$750,000 and \$999,999 increased by 720.25 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 122,614 in 2008 to 319,904 in 2013 (160.90 percent).

Slight Increase in Population with Higher Education

16. The number of people older than 25 years of age who hold college degrees in the Chicago-Naperville-Joliet area increased by 13.02 percent, from 1,057,415 in 2000 to 1,195,074 in 2008. This number is foreseen to increase slightly by 2013 (5.16 percent increase). A similar pattern is observed for people older than 25 years old who hold a graduate degree. Their numbers increased from 618,113 in 2000 to 682,002 in 2008 (10.34 percent), but it is forecasted that their numbers will have a smaller increase of 3.71 percent by the year 2013.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the Chicago-Naperville-Joliet 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 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 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 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: <u>www.trendletter.com</u> and/or <u>www.hermangroup.com</u>. Also, the NAIS Opinion Leaders' Survey (free to browse at <u>www.nais.org</u> 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 would 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 (<u>www.nais.org</u>) 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. <u>http://www.nais.org/resources/seriesdoc.cfm?ltemNumber=148270</u>.

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 <u>www.nais.org/go/advocacy</u>), 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 <u>www.nais.org/go/advocacy</u>) 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 <u>www.nais.org/go/advocacy</u>).
 - ✓ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at <u>www.nais.org/advocacy</u>).
 - ✓ *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 <u>http://transact.nais.org/Purchase/SearchCatalog.aspx</u>).



Female Population Age 5 to 9 Years	345,873	335,462	312,510	-3.01	-6.84
Female Population Age 10 to 13 Years	262,724	270,260	271,475	2.87	0.45
Female Population Age 14 to 17 Years	255,325	265,089	266,683	3.82	0.60
Population in School					
Nursery or Preschool	192,515	207,918	219,214	8.00	5.43
Kindergarten	142,374	155,750	152,711	9.39	-1.95
Grades 1 to 4	569,498	623,000	610,845	9.39	-1.95
Grades 5 to 8	539,655	616,467	646,329	14.23	4.84
Grades 9 to 12	528,036	611,458	642,549	15.80	5.08
Population in School by Gender					
Male Enrolled in School	1,010,326	1,151,866	1,187,558	14.01	3.10
Female Enrolled in School	961,753	1,062,727	1,084,090	10.50	2.01
Male Population in School by Grade					
Male Nursery or Preschool	98,347	108,131	115,101	9.95	6.45
Male Kindergarten	72,907	81,559	80,708	11.87	-1.04
Male Grades 1 to 4	291,626	326,238	322,833	11.87	-1.04
Male Grades 5 to 8	275,817	317,614	333,587	15.15	5.03
Male Grades 9 to 12	271,629	318,323	335,328	17.19	5.34
Female Population in School by Grade					
Female Nursery or Preschool	94,168	99,787	104,113	5.97	4.34
Female Kindergarten	69,468	74,191	72,003	6.80	-2.95
Female Grades 1 to 4	277,872	296,762	288,011	6.80	-2.95
Female Grades 5 to 8	263,838	298,853	312,742	13.27	4.65
Female Grades 9 to 12	256,408	293,135	307,221	14.32	4.81
Population in School					
Education, Total Enrollment (Pop 3+)	1,972,079	2,214,593	2,271,648	12.30	2.58
Education, Not Enrolled in School (Pop 3+)	6,143,711	6,338,898	6,523,017	3.18	2.90
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	331,171	388,004	394,043	17.16	1.56
Education, Enrolled Private Preprimary (Pop 3+)	85,389	108,255	116,358	26.78	7.49
Education, Enrolled Private Elementary or High School (Pop 3+)	245,782	279,749	277,685	13.82	-0.74

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Education, Enrolled Public Schools (Pop 3+)	1,640,908	1,826,589	1,877,605	11.32	2.79
Education, Enrolled Public Preprimary (Pop 3+)	107,126	99,663	102,856	-6.97	3.20
Education, Enrolled Public Elementary or High School (Pop 3+)	1,533,782	1,726,926	1,774,749	12.59	2.77
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	169,578	201,806	206,194	19.00	2.17
Male Education, Enrolled Private Preprimary (Pop 3+)	43,621	56,300	61,095	29.07	8.52
Male Education, Enrolled Private Elementary or High School (Pop 3+)	125,957	145,506	145,099	15.52	-0.28
Male Education, Enrolled Public Schools (Pop 3+)	840,748	950,060	981,364	13.00	3.29
Male Education, Enrolled Public Preprimary (Pop 3+)	54,725	51,831	54,006	-5.29	4.20
Male Education, Enrolled Public Elementary or High School (Pop 3+)	786,022	898,228	927,358	14.28	3.24
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	161,593	186,198	187,849	15.23	0.89
Female Education, Enrolled Private Preprimary (Pop 3+)	41,768	51,955	55,263	24.39	6.37
Female Education, Enrolled Private Elementary or High School (Pop 3+)	119,825	134,243	132,586	12.03	-1.23
Female Education, Enrolled Public Schools (Pop 3+)	800,160	876,529	896,241	9.54	2.25
Female Education, Enrolled Public Preprimary (Pop 3+)	52,401	47,832	48,850	-8.72	2.13
Female Education, Enrolled Public Elementary or High School (Pop 3+)	747,760	828,698	847,391	10.82	2.26
Population by Race					
White Population, Alone	6,082,324	6,267,430	6,282,233	3.04	0.24
Black Population, Alone	1,691,682	1,638,627	1,647,882	-3.14	0.56
Asian Population, Alone	392,030	491,713	544,967	25.43	10.83
Other Population	932,280	1,155,765	1,339,703	23.97	15.91
Population by Ethnicity					
Hispanic Population	1,494,703	1,810,029	1,983,156	21.10	9.56
White Non-Hispanic Population	5,397,499	5,430,793	5,395,795	0.62	-0.64
Population by Race As Percent of Total Population					
Percent of White Population, Alone	66.85	65.60	64.01	-1.87	-2.42
Percent of Black Population, Alone	18.59	17.15	16.79	-7.75	-2.10

Percent of Asian Population, Alone	4.31	5.15	5.55	19.49	7.77
Percent of Other Population	10.25	12.10	13.65	18.05	12.81
Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	16.43	18.95	20.21	15.34	6.65
Percent of White Non-Hispanic Population	59.32	56.85	54.98	-4.16	-3.29
Educational Attainment					
Education Attainment, College (Pop 25+)	1,057,415	1,195,084	1,256,773	13.02	5.16
Education Attainment, Graduate Degree (Pop 25+)	618,113	682,002	707,276	10.34	3.71
Household Income					
Household Income, Median (\$)	51,645	64,860	82,834	25.59	27.71
Household Income, Average (\$)	67,442	85,268	114,342	26.43	34.10
Households by Income					
Households with Income Less than \$25,000	729,228	603,862	454,349	-17.19	-24.76
Households with Income \$25,000 to \$49,999	865,114	745,722	578,664	-13.80	-22.40
Households with Income \$50,000 to \$74,999	694,328	671,016	597,362	-3.36	-10.98
Households with Income \$75,000 to \$99,999	421,511	525,117	642,948	24.58	22.44
Households with Income \$100,000 to \$124,999	235,783	353,192	497,257	49.80	40.79
Households with Income \$125,000 to \$149,999	115,241	223,537	352,132	93.97	57.53
Households with Income \$150,000 to \$199,999	104,239	168,377	234,105	61.53	39.04
Households with Income \$200,000 and Over	114,611	206,032	306,882	79.77	48.95
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	30,470	43,834	62,292	43.86	42.11
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	31,985	42,363	55,352	32.45	30.66
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	24,247	33,535	46,854	38.31	39.72
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	23,725	33,263	46,580	40.20	40.04
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	14,776	28,257	45,737	91.24	61.86
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	15,511	27,308	40,642	76.06	48.83
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	11,758	21,618	34,402	83.86	59.14

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Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	11,505	21,442	34,201	86.37	59.50
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	13,350	20,937	30,411	56.83	45.25
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	14,014	20,235	27,023	44.39	33.55
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	10,624	16,018	22,874	50.77	42.80
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	10,395	15,888	22,741	52.84	43.13
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	8,422	14,808	22,617	75.83	52.74
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	8,841	14,311	20,097	61.87	40.43
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	6,702	11,328	17,012	69.02	50.18
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	6,558	11,236	16,912	71.33	50.52
Families with one or more children aged 0-4 and Income \$350,000 and over	6,414	11,272	17,242	75.74	52.96
Families with one or more children aged 5-9 and Income \$350,000 and over	6,733	10,893	15,321	61.79	40.65
Families with one or more children aged 10-13 and Income \$350,000 and over	5,104	8,623	12,969	68.95	50.40
Families with one or more children aged 14-17 and Income \$350,000 and over	4,994	8,553	12,893	71.27	50.74
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	1,719,310	1,119,654	750,862	-34.88	-32.94
Housing, Owner Households Valued \$250,000-\$299,999	145,955	437,177	236,547	199.53	-45.89
Housing, Owner Households Valued \$300,000-\$399,999	132,601	173,892	411,743	31.14	136.78
Housing, Owner Households Valued \$400,000-\$499,999	61,527	328,822	332,814	434.44	1.21
Housing, Owner Households Valued \$500,000-\$749,999	49,833	122,614	319,904	146.05	160.90
Housing, Owner Households Valued \$750,000-\$999,999	16,989	139,353	308,923	720.25	121.68
Housing, Owner Households Valued More than \$1,000,000	16,367	59,648	189,439	264.44	217.59
Households by Length of Residence					
Length of Residence Less than 2 Years	173,065	242,632	299,758	40.20	23.54
Length of Residence 3 to 5 Years	259,597	363,948	449,637	40.20	23.54
Length of Residence 6 to 10 Years	904,986	970,094	1,021,898	7.19	5.34
Length of Residence More than 10 Years	1,942,408	1,920,180	1,892,407	-1.14	-1.45
Households by Race and Income					
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White Households by Income					
White Households with Income Less than \$25,000	421,567	323,253	220,861	-23.32	-31.68
White Households with Income \$25,000 to \$49,999	592,451	475,085	343,590	-19.81	-27.68
White Households with Income \$50,000 to \$74,999	517,783	468,349	388,166	-9.55	-17.12
White Households with Income \$75,000 to \$99,999	335,484	397,932	447,011	18.61	12.33
White Households with Income \$100,000 to \$124,999	194,603	284,096	376,347	45.99	32.47
White Households with Income \$125,000 to \$149,999	97,406	185,457	282,056	90.40	52.09
White Households with Income \$150,000 to \$199,999	90,629	143,582	197,408	58.43	37.49
White Households with Income \$200,000 and Over	102,025	181,867	264,807	78.26	45.60
Black Households by Income					
Black Households with Income Less than \$25,000	222,350	176,726	150,874	-20.52	-14.63
Black Households with Income \$25,000 to \$49,999	165,164	138,768	126,177	-15.98	-9.07
Black Households with Income \$50,000 to \$74,999	96,910	99,280	102,975	2.45	3.72
Black Households with Income \$75,000 to \$99,999	46,378	68,681	90,599	48.09	31.91
Black Households with Income \$100,000 to \$124,999	21,849	38,640	54,729	76.85	41.64
Black Households with Income \$125,000 to \$149,999	8,747	21,778	32,499	148.98	49.23
Black Households with Income \$150,000 to \$199,999	6,188	12,106	16,352	95.64	35.07
Black Households with Income \$200,000 and Over	5,923	11,864	16,184	100.30	36.41
Asian Households by Income					
Asian Households with Income Less than \$25,000	22,226	25,129	20,001	13.06	-20.41
Asian Households with Income \$25,000 to \$49,999	29,984	32,545	23,501	8.54	-27.79
Asian Households with Income \$50,000 to \$74,999	28,340	33,760	27,304	19.12	-19.12
Asian Households with Income \$75,000 to \$99,999	17,201	24,961	36,909	45.11	47.87
Asian Households with Income \$100,000 to \$124,999	10,820	16,427	27,770	51.82	69.05
Asian Households with Income \$125,000 to \$149,999	5,598	10,414	20,836	86.03	100.08
Asian Households with Income \$150,000 to \$199,999	4,919	8,671	12,934	76.28	49.16
Asian Households with Income \$200,000 and Over	4,726	9,091	17,964	92.36	97.60
Other Households by Income					
Other Households with Income Less than \$25,000	63,085	78,754	62,613	24.84	-20.50
Other Households with Income \$25,000 to \$49,999	77,515	99,324	85,396	28.14	-14.02
Other Households with Income \$50,000 to \$74,999	51,295	69,627	78,917	35.74	13.34
Other Households with Income \$75,000 to \$99,999	22,448	33,543	68,429	49.43	104.00
Other Households with Income \$100,000 to \$124,999	8,511	14,029	38,411	64.83	173.80

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Other Households with Income \$125,000 to \$149,999	3,490	5,888	16,741	68.71	184.32
Other Households with Income \$150,000 to \$199,999	2,503	4,018	7,411	60.53	84.44
Other Households with Income \$200,000 and Over	1,937	3,210	7,927	65.72	146.95
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	95,639	106,051	87,521	10.89	-17.47
Hispanic Households with Income \$25,000 to \$49,999	122,563	141,377	129,031	15.35	-8.73
Hispanic Households with Income \$50,000 to \$74,999	80,576	107,416	121,041	33.31	12.68
Hispanic Households with Income \$75,000 to \$99,999	36,877	66,195	110,054	79.50	66.26
Hispanic Households with Income \$100,000 to \$124,999	14,660	32,931	64,037	124.63	94.46
Hispanic Households with Income \$125,000 to \$149,999	5,933	15,160	30,326	155.52	100.04
Hispanic Households with Income \$150,000 to \$199,999	3,917	8,973	13,950	129.08	55.47
Hispanic Households with Income \$200,000 and Over	3,288	7,238	12,542	120.13	73.28
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	376,104	281,769	187,156	-25.08	-33.58
White Non-Hispanic Households with Income \$25,000 to \$49,999	537,925	421,000	292,206	-21.74	-30.59
White Non-Hispanic Households with Income \$50,000 to \$74,999	482,548	422,529	338,026	-12.44	-20.00
White Non-Hispanic Households with Income \$75,000 to \$99,999	317,329	356,562	391,808	12.36	9.88
White Non-Hispanic Households with Income \$100,000 to \$124,999	186,474	253,874	333,772	36.14	31.47
White Non-Hispanic Households with Income \$125,000 to \$149,999	93,605	165,292	254,862	76.58	54.19
White Non-Hispanic Households with Income \$150,000 to \$199,999	87,915	130,141	180,921	48.03	39.02
White Non-Hispanic Households with Income \$200,000 and Over	99,341	166,021	246,179	67.12	48.28

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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