

THE NAIS DEMOGRAPHIC CENTER

Metropolitan Area Reports

CBSA¹: Cincinnati-Middletown, OH-KY-IN²

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

Key Findings

Stagnant School Age Population

1. During 2000-2008, the metropolitan area of Cincinnati-Middletown reported a small increase in the number of households with children of school age from 281,581 to 284,224 (0.94 percent increase). Furthermore, their numbers are expected to grow by 8.15 percent during the next five years, totaling 307,380 in 2013.
2. In contrast, the school-age population is expected to remain almost the same through 2013. After recording a growth rate of 7.58 percent during the period 2000-2008, the school population age 0 to 17 years is projected to rise slightly by 0.74 percent from 572,570 in 2008 to 576,831 in 2013.
3. By gender, the female school population is expected to remain the same (0.03 percent increase) by the year 2013, from 275,580 to 275,945; while the male school population is predicted to grow by 1.40 percent, from 296,720 in 2008 to 300,886 in 2013.

Rising Numbers of Youngest Children

4. In absolute numbers, the second largest group in 2008 was children between five and nine years old at 156,872; however, this is the only group that is projected to decline by 2.77 percent throughout 2013. By that year, the largest growth is expected in the number of children younger than five years old at 3.89, with this group becoming the largest in numbers at 164,465.
5. By age and gender, the only declines are projected in the number of girls age five to nine years, from 75,042 in 2008 to 71,832 in 2013 (4.28 percent decline), and boys in the same age group, from 81,831 in 2008 to 80,693 in 2013 (1.39 percent decline). In contrast, the largest growth rate is expected for boys younger than five years of age,

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: Dearborn, IN 18029; Franklin, IN 18047; Ohio, IN 18115; Boone, KY 21015; Bracken, KY 21023; Campbell, KY 21037; Gallatin, KY 21077; Grant, KY 21081; Kenton, KY 21117; Pendleton, KY 21191; Brown, OH 39015; Butler, OH 39017; Clermont, OH 39025; Hamilton, OH 39061; and Warren, OH 39165.

from 81,717 in 2008 to 85,319 in 2013 (4.41 percent); followed by girls in the same age group from 76,592 in 2008 to 79,146 in 2013 (3.33 percent).

6. Given the previous findings, the kindergarten population and the population in grades one to four are expected to see no change between 2008 and 2013, while nursery or preschool is expected to grow by 5.97 (from 44,126 in 2008 to 46,750 in 2013). When broken down by gender, the number of girls and boys attending nursery or preschool are projected to rise by 6.50 percent and 5.40 percent, respectively, during the period 2008-2013.

Minor Enrollment Increase in Private Schools

7. The population enrolled in private schools grew by more than 20 percent during the years 2000 to 2008; however, this growth rate is expected to increase slightly by 1.92 to the year 2013 (from 114,410 in 2008 to 116,605 in 2013). This increase will be mainly due to the stagnant enrollment in private elementary and high school by 2013 (0.09 percent). Likewise, while total public school enrollment grew during 2000-2008 by 13.37 percent (in spite of the fall of public preprimary by 5.98 percent during the same period), it is projected to continue growing at a lower rate of 2.96 percent, between 2008 and 2013.
8. By gender, during the period 2008 to 2013, male preprimary enrollment in private schools is anticipated to grow by 8.50 percent (from 13,689 in 2008 to 14,853 in 2013); while the female preprimary enrollment is expected grow by 7.40 percent (from 12,830 in 2008 to 13,779 in 2013). Further, the anticipated male and female enrollment rates for elementary and high school are 0.82 percent and negative 0.69 percent, respectively.

Increasing Numbers of Minority Population

9. By race and ethnicity, the principal changes in the Cincinnati-Middletown area are the dwindling growth rates of the white population, while Hispanics, Asians, and 'Other'³ population, have increased substantially during the years 2000-2008 at 78.79 percent, 37.84 percent, and 35.16 percent, respectively.
10. While the white population still represents around 85 percent of the total population, it is expected to grow at a slower pace, from 1,826,157 in 2008 to 1,861,668 in 2013 (1.94 percent). On the contrary, minority groups are predicted to continue increasing between 2008 and 2013, especially the Hispanic population, which is forecasted to grow from 40,462 in 2008 to 53,143 in 2013 (31.34 percent).

Considerable Growth of Affluent Families

11. The number of families with school age children and incomes of at least \$100,000 per year is predicted to increase throughout 2013. In particular, families with children younger than five years old and incomes between \$125,000 and \$149,999 are

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.

expected to increase from 5,497 in 2008 to 9,273 in 2013 (68.69 percent), followed by families in the same income level and with children between 10 and 13 years old, who are expected to increase from 4,489 in 2008 to 7,362 in 2013 (64.00 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 \$149,999 are projected to record an increase of 50.16 percent, from 2,249 in 2008 to 3,377 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 \$149,000 at 104.03 percent, from 819 in 2008 to 1,671 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 \$100,000 and \$124,999 per year, who are expected to more than quadruple their numbers, from 389 in 2008 to 1,542 in 2013 (296.40 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 over \$200,000 are projected to soar from 161 in 2008 to 320 in 2013 (98.76 percent).
15. 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 1,244.77 percent during this period. A 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 16,901 in 2008 to 58,613 in 2013 (246.80 percent).

Minor Increase of Population with Higher Education

16. The number of people older than 25 years of age who hold college degrees in the Cincinnati-Middletown area increased by 16.04 percent, from 207,010 in 2000 to 240,217 in 2008. This number is expected to grow slightly by 2013 (5.19 percent increase). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 112,094 in 2000 to 127,710 in 2008 (13.93 percent), and it is forecasted that their numbers will grow by 3.92 percent by the year 2013.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the Cincinnati-Middletown 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: 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 in the future. 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 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>).



EASI NAIS Detailed Trend Report & Analysis - 2008

CBSA Name: Cincinnati-Middletown, OH-KY-IN

CBSA Code: 17140

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

State Name: Ohio

Dominant Profile: SUB_BUS

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Description	2000	2008	2013	% Growth (2000-2008)	% Growth Forecast (2008-2013)
Total Population and Households					
Population	2,009,632	2,139,876	2,197,728	6.48	2.70
Households	779,226	848,424	888,126	8.88	4.68
Households with School Age Population					
Households with Children Age 0 to 17 Years	281,581	284,224	307,380	0.94	8.15
Percent of Households with Children Age 0 to 17 Years	36.14	33.50	34.61	-7.30	3.31
School Age Population					
Population Age 0 to 17 Years	532,241	572,570	576,831	7.58	0.74
Population Age 0 to 4 Years	141,537	158,309	164,465	11.85	3.89
Population Age 5 to 9 Years	149,486	156,873	152,525	4.94	-2.77
Population Age 10 to 13 Years	122,198	129,298	130,574	5.81	0.99
Population Age 14 to 17 Years	119,020	128,090	129,267	7.62	0.92
School Age Population by Gender					
Male Population Age 0 to 17 Years	272,402	296,720	300,886	8.93	1.40
Female Population Age 0 to 17 Years	259,839	275,850	275,945	6.16	0.03
Male School Age Population by Age					
Male Population Age 0 to 4 Years	72,195	81,717	85,319	13.19	4.41
Male Population Age 5 to 9 Years	76,465	81,831	80,693	7.02	-1.39
Male Population Age 10 to 13 Years	62,822	66,939	67,786	6.55	1.27
Male Population Age 14 to 17 Years	60,920	66,233	67,088	8.72	1.29
Female School Age Population by Age					
Female Population Age 0 to 4 Years	69,342	76,592	79,146	10.46	3.33

Female Population Age 5 to 9 Years	73,021	75,042	71,832	2.77	-4.28
Female Population Age 10 to 13 Years	59,377	62,359	62,788	5.02	0.69
Female Population Age 14 to 17 Years	58,099	61,857	62,179	6.47	0.52
Population in School					
Nursery or Preschool	39,089	44,126	46,760	12.89	5.97
Kindergarten	30,029	34,212	34,231	13.93	0.06
Grades 1 to 4	120,117	136,850	136,925	13.93	0.05
Grades 5 to 8	122,738	140,993	146,524	14.87	3.92
Grades 9 to 12	119,545	139,675	145,057	16.84	3.85
Population in School by Gender					
Male Enrolled in School	221,029	257,227	266,156	16.38	3.47
Female Enrolled in School	210,489	238,630	243,341	13.37	1.97
Male Population in School by Grade					
Male Nursery or Preschool	19,938	22,777	24,258	14.24	6.50
Male Kindergarten	15,361	17,847	18,110	16.18	1.47
Male Grades 1 to 4	61,442	71,386	72,440	16.18	1.48
Male Grades 5 to 8	63,099	72,994	76,067	15.68	4.21
Male Grades 9 to 12	61,189	72,224	75,282	18.03	4.23
Female Population in School by Grade					
Female Nursery or Preschool	19,151	21,349	22,502	11.48	5.40
Female Kindergarten	14,669	16,366	16,121	11.57	-1.50
Female Grades 1 to 4	58,675	65,464	64,485	11.57	-1.50
Female Grades 5 to 8	59,639	68,000	70,458	14.02	3.61
Female Grades 9 to 12	58,356	67,452	69,774	15.59	3.44
Population in School					
Education, Total Enrollment (Pop 3+)	431,518	495,857	509,497	14.91	2.75
Education, Not Enrolled in School (Pop 3+)	1,380,582	1,438,202	1,476,765	4.17	2.68
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	95,046	114,410	116,605	20.37	1.92
Education, Enrolled Private Preprimary (Pop 3+)	20,363	26,519	28,632	30.23	7.97
Education, Enrolled Private Elementary or High School (Pop 3+)	74,683	87,891	87,973	17.69	0.09

Education, Enrolled Public Schools (Pop 3+)	336,472	381,447	392,892	13.37	3.00
Education, Enrolled Public Preprimary (Pop 3+)	18,726	17,607	18,128	-5.98	2.96
Education, Enrolled Public Elementary or High School (Pop 3+)	317,746	363,840	374,764	14.51	3.00
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	48,656	59,305	60,842	21.89	2.59
Male Education, Enrolled Private Preprimary (Pop 3+)	10,387	13,689	14,853	31.79	8.50
Male Education, Enrolled Private Elementary or High School (Pop 3+)	38,270	45,616	45,988	19.20	0.82
Male Education, Enrolled Public Schools (Pop 3+)	172,373	197,923	205,315	14.82	3.73
Male Education, Enrolled Public Preprimary (Pop 3+)	9,552	9,088	9,404	-4.86	3.48
Male Education, Enrolled Public Elementary or High School (Pop 3+)	162,821	188,834	195,910	15.98	3.75
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	46,390	55,105	55,763	18.79	1.19
Female Education, Enrolled Private Preprimary (Pop 3+)	9,976	12,830	13,779	28.61	7.40
Female Education, Enrolled Private Elementary or High School (Pop 3+)	36,413	42,275	41,985	16.10	-0.69
Female Education, Enrolled Public Schools (Pop 3+)	164,099	183,524	187,577	11.84	2.21
Female Education, Enrolled Public Preprimary (Pop 3+)	9,174	8,519	8,724	-7.14	2.41
Female Education, Enrolled Public Elementary or High School (Pop 3+)	154,925	175,006	178,854	12.96	2.20
Population by Race					
White Population, Alone	1,718,701	1,826,157	1,861,668	6.25	1.94
Black Population, Alone	231,064	232,126	236,286	0.46	1.79
Asian Population, Alone	25,238	34,789	40,654	37.84	16.86
Other Population	34,629	46,804	59,120	35.16	26.31
Population by Ethnicity					
Hispanic Population	22,631	40,462	53,143	78.79	31.34
White Non-Hispanic Population	1,706,337	1,799,391	1,821,407	5.45	1.22
Population by Race As Percent of Total Population					
Percent of White Population, Alone	85.52	85.34	84.71	-0.21	-0.74
Percent of Black Population, Alone	11.50	10.85	10.75	-5.65	-0.92

Percent of Asian Population, Alone	1.26	1.63	1.85	29.37	13.50
Percent of Other Population	1.72	2.19	2.69	27.33	22.83
Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	1.13	1.89	2.42	67.26	28.04
Percent of White Non-Hispanic Population	84.91	84.09	82.88	-0.97	-1.44
Educational Attainment					
Education Attainment, College (Pop 25+)	207,010	240,217	252,692	16.04	5.19
Education Attainment, Graduate Degree (Pop 25+)	112,094	127,710	132,719	13.93	3.92
Household Income					
Household Income, Median (\$)	45,339	58,806	75,587	29.70	28.54
Household Income, Average (\$)	58,224	75,283	99,452	29.30	32.10
Households by Income					
Households with Income Less than \$25,000	201,498	161,927	117,545	-19.64	-27.41
Households with Income \$25,000 to \$49,999	228,957	202,968	163,205	-11.35	-19.59
Households with Income \$50,000 to \$74,999	163,534	168,400	159,470	2.98	-5.30
Households with Income \$75,000 to \$99,999	87,568	127,005	163,592	45.04	28.81
Households with Income \$100,000 to \$124,999	43,095	78,152	115,680	81.35	48.02
Households with Income \$125,000 to \$149,999	19,601	44,238	71,575	125.69	61.80
Households with Income \$150,000 to \$199,999	16,959	30,551	44,290	80.15	44.97
Households with Income \$200,000 and Over	18,014	35,183	52,769	95.31	49.98
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	5,468	9,644	14,629	76.37	51.69
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	5,775	9,556	13,567	65.47	41.97
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	4,721	7,876	11,614	66.83	47.46
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	4,598	7,803	11,498	69.70	47.35
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	2,472	5,497	9,273	122.37	68.69
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	2,611	5,447	8,600	108.62	57.89
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	2,135	4,489	7,362	110.26	64.00

Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	2,079	4,447	7,289	113.90	63.91
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	2,111	3,733	5,722	76.84	53.28
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	2,229	3,699	5,307	65.95	43.47
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	1,822	3,049	4,543	67.34	49.00
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	1,775	3,021	4,497	70.20	48.86
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	1,232	2,419	3,777	96.35	56.14
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	1,301	2,397	3,503	84.24	46.14
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	1,064	1,976	2,999	85.71	51.77
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	1,036	1,957	2,969	88.90	51.71
Families with one or more children aged 0-4 and Income \$350,000 and over	959	1,855	2,926	93.43	57.74
Families with one or more children aged 5-9 and Income \$350,000 and over	1,013	1,838	2,714	81.44	47.66
Families with one or more children aged 10-13 and Income \$350,000 and over	828	1,515	2,323	82.97	53.33
Families with one or more children aged 14-17 and Income \$350,000 and over	807	1,501	2,300	86.00	53.23
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	477,471	396,784	318,265	-16.90	-19.79
Housing, Owner Households Valued \$250,000-\$299,999	18,217	77,780	56,194	326.96	-27.75
Housing, Owner Households Valued \$300,000-\$399,999	15,003	27,667	88,013	84.41	218.12
Housing, Owner Households Valued \$400,000-\$499,999	5,732	52,213	53,812	810.90	3.06
Housing, Owner Households Valued \$500,000-\$749,999	4,819	16,901	58,613	250.72	246.80
Housing, Owner Households Valued \$750,000-\$999,999	1,472	19,795	42,115	1244.77	112.76
Housing, Owner Households Valued More than \$1,000,000	1,768	8,799	27,841	397.68	216.41
Households by Length of Residence					
Length of Residence Less than 2 Years	44,860	65,070	77,634	45.05	19.31
Length of Residence 3 to 5 Years	67,290	97,605	116,451	45.05	19.31
Length of Residence 6 to 10 Years	216,173	236,115	247,988	9.23	5.03
Length of Residence More than 10 Years	450,904	449,634	446,053	-0.28	-0.80
Households by Race and Income					

White Households by Income					
White Households with Income Less than \$25,000	152,922	120,048	82,418	-21.50	-31.35
White Households with Income \$25,000 to \$49,999	197,299	169,755	130,921	-13.96	-22.88
White Households with Income \$50,000 to \$74,999	147,767	148,133	136,062	0.25	-8.15
White Households with Income \$75,000 to \$99,999	80,950	114,883	144,029	41.92	25.37
White Households with Income \$100,000 to \$124,999	40,168	72,024	105,285	79.31	46.18
White Households with Income \$125,000 to \$149,999	18,227	40,995	66,129	124.91	61.31
White Households with Income \$150,000 to \$199,999	16,052	28,480	41,334	77.42	45.13
White Households with Income \$200,000 and Over	16,809	32,960	49,276	96.09	49.50
Black Households by Income					
Black Households with Income Less than \$25,000	43,854	35,820	30,101	-18.32	-15.97
Black Households with Income \$25,000 to \$49,999	25,678	25,456	25,810	-0.86	1.39
Black Households with Income \$50,000 to \$74,999	12,063	14,677	16,539	21.67	12.69
Black Households with Income \$75,000 to \$99,999	4,885	9,115	13,227	86.59	45.11
Black Households with Income \$100,000 to \$124,999	2,013	4,490	6,775	123.05	50.89
Black Households with Income \$125,000 to \$149,999	940	2,249	3,377	139.26	50.16
Black Households with Income \$150,000 to \$199,999	570	1,330	1,743	133.33	31.05
Black Households with Income \$200,000 and Over	797	1,414	1,870	77.42	32.25
Asian Households by Income					
Asian Households with Income Less than \$25,000	1,657	1,914	1,509	15.51	-21.16
Asian Households with Income \$25,000 to \$49,999	2,439	2,789	2,042	14.35	-26.78
Asian Households with Income \$50,000 to \$74,999	1,751	2,488	2,579	42.09	3.66
Asian Households with Income \$75,000 to \$99,999	1,069	1,775	2,887	66.04	62.65
Asian Households with Income \$100,000 to \$124,999	722	1,249	2,078	72.99	66.37
Asian Households with Income \$125,000 to \$149,999	330	819	1,671	148.18	104.03
Asian Households with Income \$150,000 to \$199,999	249	574	993	130.52	73.00
Asian Households with Income \$200,000 and Over	314	630	1,168	100.64	85.40
Other Households by Income					
Other Households with Income Less than \$25,000	3,065	4,145	3,517	35.24	-15.15
Other Households with Income \$25,000 to \$49,999	3,541	4,968	4,432	40.30	-10.79
Other Households with Income \$50,000 to \$74,999	1,953	3,102	4,290	58.83	38.30
Other Households with Income \$75,000 to \$99,999	664	1,232	3,449	85.54	179.95
Other Households with Income \$100,000 to \$124,999	192	389	1,542	102.60	296.40

Other Households with Income \$125,000 to \$149,999	104	175	398	68.27	127.43
Other Households with Income \$150,000 to \$199,999	88	167	220	89.77	31.74
Other Households with Income \$200,000 and Over	94	179	455	90.43	154.19
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	1,728	1,877	1,477	8.62	-21.31
Hispanic Households with Income \$25,000 to \$49,999	2,499	2,897	2,677	15.93	-7.59
Hispanic Households with Income \$50,000 to \$74,999	1,389	2,199	2,665	58.32	21.19
Hispanic Households with Income \$75,000 to \$99,999	503	1,171	2,553	132.80	118.02
Hispanic Households with Income \$100,000 to \$124,999	200	540	1,052	170.00	94.81
Hispanic Households with Income \$125,000 to \$149,999	107	250	435	133.64	74.00
Hispanic Households with Income \$150,000 to \$199,999	84	194	193	130.95	-0.52
Hispanic Households with Income \$200,000 and Over	56	161	320	187.50	98.76
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	151,773	119,548	81,743	-21.23	-31.62
White Non-Hispanic Households with Income \$25,000 to \$49,999	196,278	169,073	129,759	-13.86	-23.25
White Non-Hispanic Households with Income \$50,000 to \$74,999	147,024	147,362	134,751	0.23	-8.56
White Non-Hispanic Households with Income \$75,000 to \$99,999	80,580	113,383	142,027	40.71	25.26
White Non-Hispanic Households with Income \$100,000 to \$124,999	39,960	70,505	103,379	76.44	46.63
White Non-Hispanic Households with Income \$125,000 to \$149,999	18,121	39,598	64,650	118.52	63.27
White Non-Hispanic Households with Income \$150,000 to \$199,999	15,953	27,395	40,424	71.72	47.56
White Non-Hispanic Households with Income \$200,000 and Over	16,721	31,534	48,154	88.59	52.71

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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