

THE NAIS DEMOGRAPHIC CENTER

Metropolitan Area Reports

CBSA¹: - Dallas-Fort Worth-Arlington, TX²

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

Rising School Age Population

1. During 2000-2008, the metropolitan area of Dallas-Fort Worth-Arlington reported growing numbers of households with children of school age from 754,976 to 857,563 (13.59 percent). This tendency is expected to continue through 2013, when the number of households with children younger than 18 years old is forecasted to reach 1,003,813, a 17.05 percent increase.
2. Likewise, after recording the two-digit growth rate of 21.51 percent during the period 2000-2008, the school population group is expected to continue rising at a more moderate rate of 8.73 percent, from 1,762,716 in 2008 to 1,916,581 in 2013.
3. By gender, both male and female school age populations are projected to continue increasing by 2013. In the case of boys, from 914,940 in 2008 to 999,133 in 2013 (9.20 percent), and in the case of girls from 844,324 in 2008 to 911,740 in 2013 (7.98 percent).

Large Numbers of Young Children

4. In absolute numbers, the largest group in 2008 was children younger than five years old at 516,749, followed by children between five and nine years old at 508,789. Both groups recorded the highest percent increases between 2000 and 2008 at 24.40 percent and 23.69 percent, respectively. By 2013, the group of children younger than five years old is expected to record again the highest percent increase at 10.33 percent, making this age group the largest one at 570,105.
5. By gender and age, male children age zero to four years old are expected to be the largest group in the Dallas-Fort Worth-Arlington metropolitan area by 2013. They are also expected to record the highest growth rate in the next five years at 10.78 percent (from 269,693 in 2008 to 298,779 in 2013). Male teenagers of ages 14 to 17 years old

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: Collin, TX 48085; Dallas, TX 48113; Delta, TX 48119; Denton, TX 48121; Ellis, TX 48139; Hunt, TX 48231; Johnson, TX 48251; Kaufman, TX 48257; Parker, TX 48367; Rockwall, TX 48397; Tarrant, TX 48439; and Wise, TX 48497.

are predicted to report the second highest growth rate at 9.47 percent (from 193,373 in 2008 to 211,695 in 2013).

6. Among female students, the most significant increase is projected to be in the number of girls younger than 5 years old at 9.82 percent (from 247,056 in 2008 to 271,326 in 2013), followed by the forecasted growth among girls between 14 to 17 years old at 8.72 percent (from 177,514 in 2008 to 192,988 in 2013).
7. Given the previous trends, for the next five years, it is anticipated that the population attending nursery or preschool will expand by 15.87 percent (from 134,302 in 2008 to 155,610 in 2013), while the student population attending grades 9 to 12 will expand by 12.69 (from 401,836 in 2008 to 452,819 in 2013). Even though these rates are still significant, they contrast with the increase recorded from 2000 to 2008, where the minimum growth rate was 24.18 percent for grades five to eight, and the highest growth rate was 34.10 percent for both, kindergarten and grades one to four.
8. By gender and grades, the largest growth is projected for male children attending nursery or preschool at 16.35 percent (from 70,093 in 2008 to 81,552 in 2013), followed by the increase expected for male teenagers in grades nine to 12 at 13.06 percent (from 209,509 in 2008 to 236,876 in 2013). A similar pattern is forecasted for female students. By 2013, the largest increase is expected among girls attending preschool at 15.34 percent (from 64,209 in 2008 to 74,058 in 2013), followed by teen girls attending grades nine to 12 at 12.28 percent (from 192,327 in 2008 to 215,943 in 2013).

Some Increasing Numbers in Private Enrollment

9. While population enrolled in private schools grew by 39.82 percent during the years 2000 to 2008 (from 145,515 in 2000 to 203,466 in 2008), public school enrollment recorded an increase of 28.70 percent during the same period (from 992,233 in 2000 to 1,277,034 in 2008). By the year 2013, both private and public enrollments are expected to continue growing at a lower but still significant rate of 12.91 percent and 11.68 percent, respectively. Although, private enrollment is expected to rise, the growing gap with public enrollment is disappearing.
10. During the period 2008 to 2013, both male and female preprimary enrollments in private schools are anticipated to register higher growth rates (19.40 percent and 18.37 percent, respectively) than the preprimary enrollments at public schools (11.48 percent for males and 10.51 percent for females). On the contrary, the anticipated male and female enrollment rates for elementary and high school are 9.45 percent and 8.12; respectively, below the forecasted rates for public schools at 11.48 percent in the case of boys and at 10.51 percent in the case of girls.

Growing Numbers of Hispanic Population

11. By ethnicity, the Hispanic population recorded a significant increase at 32.86 percent from 2000 to 2008. This group is forecasted to continue growing at a lower, but still important rate of 16.79 percent by the year 2013. By that year, Hispanics are expected to represent 25.05 percent of the population in the Dallas-Forth Worth-Arlington

metropolitan area, up by almost five percentage points from the percentage recorded in 2000 at 21.65 percent of the total.

12. By race, the 'Other'³ population' is predicted to continue increasing by 24.53 percent by 2013 (from 929,908 in 2008 to 1,158,037 in 2013). The Asian population also is forecasted to record an important growth rate of 21.93 percent, from 298,508 in 2008 to 363,961 in 2013.

Rising Numbers of Affluent Families

13. The number of families with school age children and income of at least \$100,000 per year is predicted to increase throughout 2013. Families with children younger than five years old and incomes between \$100,000 and \$199,999 are expected to become the largest group numerically in the next five years. Their numbers are anticipated to increase from 63,119 in 2008 to 101,581 in 2013 (60.94 percent). Families with children between five and nine years old within the same income level are projected to be the second largest group by 2013 at 97,689.
14. However, in percentage terms, the more significant increases are estimated among families with annual incomes over \$200,000. Their estimated growth rates between 2008 and 2013 are near 70 percent. In fact, families with children younger than five years old and incomes over \$350,000 are expected to increase from 7,652 in 2008 to 13,286 in 2013 (73.63 percent), followed by families with teenagers between 14 and 17 years old and incomes over \$350,000, who are expected to grow from 5,492 in 2008 to 9,431 in 2013 (71.72 percent). These two groups are estimated to record the largest growth rates in the next five years.
15. White households with annual incomes of at least \$100,000 per year represented the vast majority in absolute numbers; however, their estimated growth rates for 2013 are the lowest among all racial groups. White households with annual incomes between \$100,000 and \$124,999 are projected to increase from 176,182 in 2008 to 252,140 in 2013 (43.11 percent). This group is anticipated to continue being the largest in numbers among all households with yearly incomes of \$100,000 or more.
16. By race, African-American households with annual incomes between \$125,000 and \$149,999 are predicted to almost double their numbers by 2013, from 10,806 in 2008 to 18,972 in 2013 (increase of 75.57 percent). In addition, African-American households with annual incomes between \$100,000 and \$124,999 are also anticipated to record a significant growth rate of 74.93 percent, totaling 35,857 by 2013.
17. Likewise, 'Other households' with annual incomes of at least \$100,000 per year are projected to more than double in the next five years, especially those households with incomes between \$125,000 and \$149,999 a year, who are expected to quadruple their numbers from 3,929 in 2008 to 13,301 in 2013 (238.53 percent).
18. By ethnicity, Hispanic households with annual incomes of at least \$100,000 per year are also forecasted to report a significant increase, and, in almost all cases, will

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.

double their numbers during the period 2008-2013. For instance, Hispanic families with annual incomes between \$125,000 and \$149,999 are projected to soar from 9,689 in 2008 to 21,505 in 2013 (121.95 percent). Hispanic families with yearly incomes between \$100,000 and \$124,999 are also anticipated to increase from 21,237 in 2008 to 44,294 in 2013 (108.57 percent).

19. 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 855.44 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 38,369 in 2008 to 120,896 in 2013 (215.10 percent).

Moderate Increase in Population with Higher Education

20. The number of people older than 25 years of age who hold a college degree in the Dallas-Fort Worth-Arlington area increased by 31.72 percent, from 628,289 in 2000 to 827,591 in 2008. This number is foreseen to grow at a lower, but still important pace by 2013 (15.29 percent). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their growth in 2000-2008 was 28.60 percent, whereas by the year 2013, the number of people holding a graduate degree is expected to increase by 13.65 percent, from 364,052 in 2008 to 413,737 in 2013.

Strategic Considerations for Schools

Given the trends forecasted for the Dallas-Fort Worth-Arlington area, independent schools serving this metropolitan region need to consider what strategies they will implement at this time to deal with the demographic changes and ensure full classrooms not only now, but also in the years ahead. For example, this may mean new opportunities to diversify their enrollment in terms of 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 Increasing 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?
- If our school is in high demand, what tuition policy should it follow?
- 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? Do we need to attract this population?
- What is the typical profile of families in our school? Do we know why are they enrolling their children in our school?

Responding to Racial/Ethnic Changes

- Given the demographic changes, what percentage of students of color should the school aim for? How do our diversity numbers compare to those of this geographic region?
- What are the key characteristics that parents of color are looking for in a school? Does the school highlight these characteristics in its messages?
- What communication channels should the school use to reach out to the people of color in its community? Should the school include other languages in its communications with parents?
- Do we know why families of color who can afford our tuition are not enrolling their children in greater numbers? Do we know where these families are located?

Responding to Household Income Changes

- Do we need to attract more middle-class families? Can we increase financial aid or structure it to increase enrollment among middle-class families? If so, can richer families pay for higher tuitions?
- 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

- If our school is facing high demand, what financial planning do we need to do to ensure a sound use of the resources?
- Are there any building maintenance or improvements that are needed? Can we afford to offer better salaries or benefits? What major investment projects are needed?

- What are the best/most profitable fund-raising activities? Is our school relying mainly on income as a source of revenues? Are there other opportunities for revenue enhancement (non-tuition options) that our school should implement?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.
 - ✓ **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).

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.

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 document 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/go/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: Dallas-Fort Worth-Arlington, TX

CBSA Code: 19100

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

State Name: Texas

Dominant Profile: APT20

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Description	2000	2008	2013	% Growth (2000-2008)	% Growth Forecast (2008-2013)
Total Population and Households					
Population	5,161,544	6,217,322	6,922,928	20.45	11.35
Households	1,881,056	2,287,755	2,605,507	21.62	13.89
Households with School Age Population					
Households with Children Age 0 to 17 Years	754,976	857,563	1,003,813	13.59	17.05
Percent of Households with Children Age 0 to 17 Years	40.14	37.48	38.53	-6.63	2.80
School Age Population					
Population Age 0 to 17 Years	1,450,711	1,762,716	1,916,581	21.51	8.73
Population Age 0 to 4 Years	415,400	516,749	570,105	24.40	10.33
Population Age 5 to 9 Years	411,344	508,789	548,243	23.69	7.75
Population Age 10 to 13 Years	316,769	362,839	387,842	14.54	6.89
Population Age 14 to 17 Years	307,198	370,887	404,683	20.73	9.11
School Age Population by Gender					
Male Population Age 0 to 17 Years	743,075	914,940	999,133	23.13	9.20
Female Population Age 0 to 17 Years	707,636	844,324	911,740	19.32	7.98
Male School Age Population by Age					
Male Population Age 0 to 4 Years	212,554	269,693	298,779	26.88	10.78
Male Population Age 5 to 9 Years	210,009	265,204	288,475	26.28	8.77
Male Population Age 10 to 13 Years	161,951	186,670	200,184	15.26	7.24
Male Population Age 14 to 17 Years	158,561	193,373	211,695	21.95	9.47
Female School Age Population by Age					
Female Population Age 0 to 4 Years	202,846	247,056	271,326	21.79	9.82

Female Population Age 5 to 9 Years	201,335	243,585	259,768	20.98	6.64
Female Population Age 10 to 13 Years	154,818	176,169	187,658	13.79	6.52
Female Population Age 14 to 17 Years	148,637	177,514	192,988	19.43	8.72
Population in School					
Nursery or Preschool	103,112	134,302	155,610	30.25	15.87
Kindergarten	82,215	110,249	122,691	34.10	11.29
Grades 1 to 4	328,861	440,996	490,765	34.10	11.29
Grades 5 to 8	316,562	393,117	433,976	24.18	10.39
Grades 9 to 12	306,998	401,836	452,819	30.89	12.69
Population in School by Gender					
Male Enrolled in School	582,936	769,183	865,213	31.95	12.48
Female Enrolled in School	554,812	711,317	790,649	28.21	11.15
Male Population in School by Grade					
Male Nursery or Preschool	52,761	70,093	81,552	32.85	16.35
Male Kindergarten	41,974	57,467	64,558	36.91	12.34
Male Grades 1 to 4	167,898	229,867	258,231	36.91	12.34
Male Grades 5 to 8	161,846	202,247	223,996	24.96	10.75
Male Grades 9 to 12	158,457	209,509	236,876	32.22	13.06
Female Population in School by Grade					
Female Nursery or Preschool	50,351	64,209	74,058	27.52	15.34
Female Kindergarten	40,241	52,782	58,133	31.16	10.14
Female Grades 1 to 4	160,963	211,129	232,534	31.17	10.14
Female Grades 5 to 8	154,717	190,869	209,980	23.37	10.01
Female Grades 9 to 12	148,540	192,327	215,943	29.48	12.28
Population in School					
Education, Total Enrollment (Pop 3+)	1,137,748	1,480,500	1,655,862	30.13	11.84
Education, Not Enrolled in School (Pop 3+)	3,502,100	4,122,368	4,587,984	17.71	11.29
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	145,515	203,466	229,731	39.82	12.91
Education, Enrolled Private Preprimary (Pop 3+)	54,252	82,556	98,165	52.17	18.91
Education, Enrolled Private Elementary or High School (Pop 3+)	91,263	120,910	131,566	32.49	8.81

Education, Enrolled Public Schools (Pop 3+)	992,233	1,277,034	1,426,131	28.70	11.68
Education, Enrolled Public Preprimary (Pop 3+)	48,860	51,746	57,445	5.91	11.01
Education, Enrolled Public Elementary or High School (Pop 3+)	943,373	1,225,288	1,368,686	29.88	11.70
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	74,526	105,876	120,170	42.07	13.50
Male Education, Enrolled Private Preprimary (Pop 3+)	27,760	43,086	51,446	55.21	19.40
Male Education, Enrolled Private Elementary or High School (Pop 3+)	46,766	62,789	68,724	34.26	9.45
Male Education, Enrolled Public Schools (Pop 3+)	508,410	663,307	745,043	30.47	12.32
Male Education, Enrolled Public Preprimary (Pop 3+)	25,001	27,006	30,106	8.02	11.48
Male Education, Enrolled Public Elementary or High School (Pop 3+)	483,410	636,301	714,937	31.63	12.36
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	70,989	97,590	109,561	37.47	12.27
Female Education, Enrolled Private Preprimary (Pop 3+)	26,492	39,470	46,719	48.99	18.37
Female Education, Enrolled Private Elementary or High School (Pop 3+)	44,497	58,121	62,842	30.62	8.12
Female Education, Enrolled Public Schools (Pop 3+)	483,823	613,727	681,088	26.85	10.98
Female Education, Enrolled Public Preprimary (Pop 3+)	23,859	24,740	27,339	3.69	10.51
Female Education, Enrolled Public Elementary or High School (Pop 3+)	459,963	588,987	653,749	28.05	11.00
Population by Race					
White Population, Alone	3,574,254	4,156,669	4,448,711	16.29	7.03
Black Population, Alone	716,198	832,237	952,219	16.20	14.42
Asian Population, Alone	199,612	298,508	363,961	49.54	21.93
Other Population	671,480	929,908	1,158,037	38.49	24.53
Population by Ethnicity					
Hispanic Population	1,117,717	1,484,988	1,734,251	32.86	16.79
White Non-Hispanic Population	3,043,394	3,431,969	3,643,394	12.77	6.16
Population by Race As Percent of Total Population					
Percent of White Population, Alone	69.25	66.86	64.26	-3.45	-3.89
Percent of Black Population, Alone	13.88	13.39	13.75	-3.53	2.69

Percent of Asian Population, Alone	3.87	4.80	5.26	24.03	9.58
Percent of Other Population	13.01	14.96	16.73	14.99	11.83
Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	21.65	23.88	25.05	10.30	4.90
Percent of White Non-Hispanic Population	58.96	55.20	52.63	-6.38	-4.66
Educational Attainment					
Education Attainment, College (Pop 25+)	628,289	827,591	954,108	31.72	15.29
Education Attainment, Graduate Degree (Pop 25+)	283,092	364,052	413,737	28.60	13.65
Household Income					
Household Income, Median (\$)	48,181	61,731	79,408	28.12	28.64
Household Income, Average (\$)	64,178	81,624	110,665	27.18	35.58
Households by Income					
Households with Income Less than \$25,000	426,839	392,297	303,285	-8.09	-22.69
Households with Income \$25,000 to \$49,999	551,883	544,004	465,434	-1.43	-14.44
Households with Income \$50,000 to \$74,999	384,906	442,371	455,337	14.93	2.93
Households with Income \$75,000 to \$99,999	221,653	327,504	446,363	47.76	36.29
Households with Income \$100,000 to \$124,999	121,554	216,013	333,677	77.71	54.47
Households with Income \$125,000 to \$149,999	60,352	134,445	230,191	122.77	71.22
Households with Income \$150,000 to \$199,999	55,027	104,526	159,982	89.95	53.05
Households with Income \$200,000 and Over	58,842	126,595	211,238	115.14	66.86
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	17,143	29,620	45,865	72.78	54.84
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	16,976	29,164	44,106	71.80	51.23
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	13,073	20,798	31,202	59.09	50.02
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	12,678	21,259	32,557	67.68	53.14
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	8,670	18,835	32,475	117.24	72.42
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	8,585	18,545	31,230	116.02	68.40
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	6,611	13,225	22,093	100.05	67.05

Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	6,411	13,519	23,052	110.87	70.52
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	7,835	14,664	23,241	87.16	58.49
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	7,758	14,439	22,350	86.12	54.79
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	5,974	10,297	15,811	72.36	53.55
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	5,794	10,525	16,497	81.65	56.74
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	4,753	10,228	17,267	115.19	68.82
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	4,706	10,070	16,605	113.98	64.90
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	3,624	7,182	11,747	98.18	63.56
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	3,515	7,341	12,257	108.85	66.97
Families with one or more children aged 0-4 and Income \$350,000 and over	3,640	7,652	13,286	110.22	73.63
Families with one or more children aged 5-9 and Income \$350,000 and over	3,604	7,534	12,777	109.05	69.59
Families with one or more children aged 10-13 and Income \$350,000 and over	2,776	5,373	9,039	93.55	68.23
Families with one or more children aged 14-17 and Income \$350,000 and over	2,692	5,492	9,431	104.01	71.72
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	1,031,214	1,035,746	961,375	0.44	-7.18
Housing, Owner Households Valued \$250,000-\$299,999	35,155	145,081	139,065	312.69	-4.15
Housing, Owner Households Valued \$300,000-\$399,999	32,100	54,531	174,835	69.88	220.62
Housing, Owner Households Valued \$400,000-\$499,999	14,106	106,972	115,853	658.34	8.30
Housing, Owner Households Valued \$500,000-\$749,999	12,264	38,367	120,896	212.84	215.10
Housing, Owner Households Valued \$750,000-\$999,999	4,751	45,393	108,905	855.44	139.92
Housing, Owner Households Valued More than \$1,000,000	5,223	23,915	74,382	357.88	211.03
Households by Length of Residence					
Length of Residence Less than 2 Years	149,167	266,246	358,171	78.49	34.53
Length of Residence 3 to 5 Years	223,750	399,369	537,256	78.49	34.53
Length of Residence 6 to 10 Years	607,549	724,096	815,358	19.18	12.60
Length of Residence More than 10 Years	900,591	898,045	894,723	-0.28	-0.37
Households by Race and Income					

White Households by Income					
White Households with Income Less than \$25,000	263,923	219,731	157,051	-16.74	-28.53
White Households with Income \$25,000 to \$49,999	387,501	345,062	264,926	-10.95	-23.22
White Households with Income \$50,000 to \$74,999	293,850	314,596	298,464	7.06	-5.13
White Households with Income \$75,000 to \$99,999	182,044	252,228	307,867	38.55	22.06
White Households with Income \$100,000 to \$124,999	103,429	176,182	252,140	70.34	43.11
White Households with Income \$125,000 to \$149,999	52,307	113,760	185,159	117.49	62.76
White Households with Income \$150,000 to \$199,999	49,144	90,485	135,957	84.12	50.25
White Households with Income \$200,000 and Over	53,678	114,517	185,554	113.34	62.03
Black Households by Income					
Black Households with Income Less than \$25,000	96,998	83,744	74,567	-13.66	-10.96
Black Households with Income \$25,000 to \$49,999	83,894	85,892	90,623	2.38	5.51
Black Households with Income \$50,000 to \$74,999	44,376	56,604	66,909	27.56	18.21
Black Households with Income \$75,000 to \$99,999	19,152	38,529	60,550	101.17	57.15
Black Households with Income \$100,000 to \$124,999	8,174	20,495	35,852	150.73	74.93
Black Households with Income \$125,000 to \$149,999	3,464	10,806	18,972	211.95	75.57
Black Households with Income \$150,000 to \$199,999	2,107	5,923	9,326	181.11	57.45
Black Households with Income \$200,000 and Over	2,271	5,393	8,333	137.47	54.52
Asian Households by Income					
Asian Households with Income Less than \$25,000	12,294	14,989	11,607	21.92	-22.56
Asian Households with Income \$25,000 to \$49,999	16,739	20,910	17,900	24.92	-14.40
Asian Households with Income \$50,000 to \$74,999	14,363	20,511	17,680	42.80	-13.80
Asian Households with Income \$75,000 to \$99,999	8,185	14,799	24,628	80.81	66.42
Asian Households with Income \$100,000 to \$124,999	4,736	9,385	18,558	98.16	97.74
Asian Households with Income \$125,000 to \$149,999	2,707	5,950	12,759	119.80	114.44
Asian Households with Income \$150,000 to \$199,999	2,212	5,115	9,111	131.24	78.12
Asian Households with Income \$200,000 and Over	1,401	3,926	10,029	180.23	155.45
Other Households by Income					
Other Households with Income Less than \$25,000	53,624	73,833	60,060	37.69	-18.65
Other Households with Income \$25,000 to \$49,999	63,749	92,140	91,985	44.54	-0.17
Other Households with Income \$50,000 to \$74,999	32,317	50,660	72,284	56.76	42.68
Other Households with Income \$75,000 to \$99,999	12,272	21,948	53,318	78.85	142.93
Other Households with Income \$100,000 to \$124,999	5,215	9,951	27,127	90.81	172.61

Other Households with Income \$125,000 to \$149,999	1,874	3,929	13,301	109.66	238.53
Other Households with Income \$150,000 to \$199,999	1,564	3,003	5,588	92.01	86.08
Other Households with Income \$200,000 and Over	1,492	2,759	7,322	84.92	165.39
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	87,636	103,408	86,770	18.00	-16.09
Hispanic Households with Income \$25,000 to \$49,999	104,101	137,405	144,856	31.99	5.42
Hispanic Households with Income \$50,000 to \$74,999	51,296	82,088	111,448	60.03	35.77
Hispanic Households with Income \$75,000 to \$99,999	20,323	45,155	85,076	122.19	88.41
Hispanic Households with Income \$100,000 to \$124,999	8,265	21,237	44,294	156.95	108.57
Hispanic Households with Income \$125,000 to \$149,999	2,983	9,689	21,505	224.81	121.95
Hispanic Households with Income \$150,000 to \$199,999	2,295	5,504	9,029	139.83	64.04
Hispanic Households with Income \$200,000 and Over	2,203	5,511	10,404	150.16	88.79
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	221,285	178,973	125,069	-19.12	-30.12
White Non-Hispanic Households with Income \$25,000 to \$49,999	339,933	288,970	209,255	-14.99	-27.59
White Non-Hispanic Households with Income \$50,000 to \$74,999	269,672	271,657	246,960	0.74	-9.09
White Non-Hispanic Households with Income \$75,000 to \$99,999	171,240	217,949	257,688	27.28	18.23
White Non-Hispanic Households with Income \$100,000 to \$124,999	98,651	153,166	216,875	55.26	41.59
White Non-Hispanic Households with Income \$125,000 to \$149,999	50,277	99,162	162,583	97.23	63.96
White Non-Hispanic Households with Income \$150,000 to \$199,999	47,442	80,782	121,924	70.28	50.93
White Non-Hispanic Households with Income \$200,000 and Over	51,983	102,467	168,488	97.12	64.43

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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