

# THE NAIS DEMOGRAPHIC CENTER

## Metropolitan Area Reports

### CBSA<sup>1</sup>: Honolulu, HI<sup>2</sup>

*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 help schools deal 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](http://www.nais.org/go/demographics).*

### Key Findings

#### Decreasing School Age Population

1. During 2000-2008, the metropolitan area of Honolulu reported a slight increase in the number of households with children of school age from 107,250 to 108,164 (0.85 percent increase). However, this number is expected to grow by 7.64 percent during the next five years, totaling 116,429 in 2013.
2. In addition, all school population groups are expected to diminish during the next five years. After recording a declining rate of 1.41 percent during the period 2000-2008, the school population age 0 to 17 years is projected to decline by 2.76 percent from 205,810 in 2008 to 200,128 in 2013.
3. By gender, the female school population is expected to drop by 3.05 percent by the year 2013, from 98,338 to 95,376; while the male school population is predicted to drop by 2.49 percent from 107,472 in 2008 to 104,792 in 2013.

#### Declining Numbers of Younger Children

4. In absolute numbers, the largest group in 2008 was children between five and nine years old at 59,002; however, this group recorded a decline of 2.35 percent between 2000 and 2008. By 2013, this trend will worsen and children between five and nine years old are expected to drop by 4.16 percent, the largest fall, followed by children between 14 to 17 years old, who are expected to fall by 3.81 percent.
5. By age and gender, the main numeric falls are projected to be in the number of boys age five to nine years, from 30,484 in 2008 to 29,061 in 2013 (4.67 percent decline), and girls in the same age group from 28,518 in 2008 to 27,484 in 2013 (3.63 percent decline). Teenagers between 14 and 17 years old are also expected to record drops during the same five-year period, especially in the case of girls, at a 3.89 percent decline.

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<sup>1</sup> 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.

<sup>2</sup> This CBSA area includes the county of Honolulu, HI 15003.

6. Despite the previous findings, the kindergarten population and the population in grades one to four are expected to grow by 1.41 percent in each case by the year 2013. When broken down by gender, the number of boys attending grades five to eight is projected to grow by 4.22 percent during the period 2008-2013.
7. Further, school population attending grades five to eight and grades nine to 12 in Honolulu are forecasted to grow at 4.06 percent and 1.78 percent, respectively, during the years 2008 to 2013, after reporting growth rates of 14.33 percent and 11.15 percent, respectively, during the period 2000-2008.

### **Minor Growth of Private School Enrollment**

8. Population enrolled in private schools grew by almost 17 percent during the years 2000 to 2008; however, this growth rate is expected to diminish substantially in the next five years, reaching only 1.41 percent (from 41,932 in 2008 to 42,523 in 2013). Such a declining growth rate is expected mainly because of the anticipated lower increase in private elementary and high school enrollment, from 32,377 in 2008 to 32,309 in 2013 (0.21 percent). Likewise, while total public school enrollment grew during 2000-2008 by more than 11 percent (in spite of the fall of public preprimary by 6.84 percent), it is projected to continue growing by 2013, but at a diminished rate (3.76 percent increase).
9. By gender, during the period 2008 to 2013, male preprimary enrollment in private schools is anticipated to grow by 8.24 percent, while the female preprimary enrollment is expected to grow by 5.38 percent. While these populations do expect positive increases, their rates are noticeably down from those recorded in 2000-2008, at 28.56 percent and 20.83 percent, respectively. The anticipated male and female enrollment rates for elementary and high school are negative 0.35 percent and negative 0.06 percent, respectively.

### **Increasing Numbers of Minority Population**

10. By race and ethnicity, the principal changes in the Honolulu area are the declining numbers of the white population (14.00 percent decline), while Hispanics and 'Other'<sup>3</sup> population have increased substantially during the years 2000-2008 at 32.52 percent and 14.89 percent, respectively.
11. While the majority Asian population is expected to record a diminishing growth rate (from 5.98 percent in 2008 to 0.92 percent in 2013), the percentage of Asian people over the total population is predicted to remain around 55 percent. In contrast, minority groups are predicted to continue increasing by 2013, especially the 'Other' population that is forecasted to increase from 215,987 in 2008 to 245,550 in 2013 (13.69 percent). By 2013, they are expected to represent 26.46 percent of the total population, compared to 21.46 percent in 2000.

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<sup>3</sup> "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.

### **Considerable Growth of Affluent Families**

12. 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 over \$350,000 are expected to increase from 632 in 2008 to 1,210 in 2013 (91.46 percent), followed by families with children between 10 and 13 years old and incomes over \$350,000, who are expected to grow from 495 in 2008 to 946 in 2013 (91.11 percent). In absolute numbers, the largest group is expected to be families with children younger than five years old and incomes between \$100,000 and \$199,999 at 12,602 by 2013.
13. The number of 'Other' households with incomes of at least \$100,000 per year is projected to continue growing through 2013. In particular, households with an annual income between \$125,000 and \$149,999 are projected to record an increase of 161.13 percent, from 1,994 in 2008 to 5,207 in 2013. A similar trend is expected for Asian households with income of at least \$100,000 per year. The highest growth rate is projected for Asian households with annual incomes over \$200,000 at 108.81 percent from 6,571 in 2008 to 13,721 in 2013.
14. Although their numbers are not that large, Hispanic households with annual incomes of at least \$100,000 per year are also predicted to grow by 2013, especially those households with incomes between \$125,000 and \$149,999 a year, who are expected to more than double their numbers from 613 in 2008 to 1,304 in 2013 (112.72 percent).
15. Likewise, African-American households with annual incomes of at least \$100,000 per year are forecasted to expand. For example, African-American households with annual incomes between \$100,000 and \$124,999 are projected to rise from 573 in 2008 to 991 in 2013 (72.95 percent).
16. In general, the number of households with homes valued over \$500,000 reported record growth numbers during the period 2000-2008. In particular, the number of households with homes valued between \$750,000 and \$999,999 increased by 792.39 percent during this period. This positive trend is projected to continue through 2013. For instance, the number of owner households with homes valued over \$1,000,000 is expected to increase from 7,219 in 2008 to 30,222 in 2013 (318.65 percent).

### **Slight Increase of Population with Higher Education**

17. The number of people older than 25 years of age who hold a college degrees in the Honolulu area increased by 14.24 percent, from 109,254 in 2000 to 124,813 in 2008. This number is foreseen to increase at a lower rate by 2013 (6.24 percent increase). A similar pattern is observed for people older than 25 years old who hold a graduate degree. Their numbers increased from 51,956 in 2000 to 57,421 in 2008 (10.52 percent), and it is forecasted that their numbers will rise by 2.93 percent by the year 2013.

## Strategic Considerations for Schools

Given the findings of this report, independent schools in the Honolulu metropolitan area need to consider what strategies they will implement now to ensure full classrooms in the years ahead. For example, this may mean further diversifying their enrollment in terms of gender, ethnicity, and income. Some of the questions that schools should consider are:

### General Considerations

- Considering these demographic changes, on which areas does our school most need to focus?
- Have we benchmarked our school's admission statistics? How do they look in comparison to other schools in our community? Do we understand the strengths and weaknesses of our own numbers?
- How well do we know our market? Do we know who our competitors are (other independent schools, magnet schools, charter schools, Catholic schools, home schoolers, etc.)? How familiar are people in our community with our school mission and value proposition?
- If we have feeder schools, are we watching their enrollment changes to understand how our school could be impacted?

### Responding to Decreasing School Age Population

- Does our school have a waiting list? Is the school working at maximum enrollment capacity already? What do our admission statistics look like (inquiries, applications, acceptances, enrollees)? Are there changes that need our attention?
- What are the demographic changes in the geographic areas from which we recruit students? Are the statistics more favorable in surrounding areas from which we have not traditionally recruited students? What would it take to attract this population?
- What percentage of all children would we need to attract to survive? Is that doable?
- Have we considered merging with another school? Should we consider going coed (for single-sex schools)? How will this affect our mission?
- How many students attending public schools can afford our school? Can we lure them away from the public system? How would we make our case?
- What is the typical profile of families in our school? Do we know why they are enrolling their children in our school?
- Can we work with the local businesses and the chamber of commerce to attract new families to the area?

### Responding to Racial/Ethnic Changes

- Given the demographic changes, what percentage of students of color should the school aim for? How do our diversity numbers compare to those of this geographic region?
- What are the key characteristics that parents of color are looking for in a school? Does the school highlight these characteristics in its messages?

- What communication channels should the school use to reach out to the people of color in its community? Should the school include other languages in its communications with parents?
- Do we know why families of color who can afford our tuition are not enrolling their children in our school? Do we know where these families are located?

### **Responding to Household Income Changes**

- Can we adjust pricing to attract more middle-class families? Can we increase financial aid or structure it to increase enrollment?
- Are middle-class families aware of all the options offered to pursue an education in our school (need-based financial aid, merit awards, tuition payment plans, and tuition loan programs)?
- Are our students' grandparents nearby? What percentage of students have their tuitions paid for by their grandparents? How can we involve grandparents in the life of the school?

### **Financial Considerations**

- What financial planning do we need to do to help us weather the downturn?
- What are the best/most profitable fund-raising activities? Are there other opportunities for revenue enhancement (non-tuition options)?<sup>4</sup>
- 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](http://www.trendletter.com) and/or [www.hermangroup.com](http://www.hermangroup.com). Also, the *NAIS Opinion Leaders' Survey* (free to browse at [www.nais.org](http://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 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 StatsOnline<sup>5</sup> annual survey ([www.nais.org](http://www.nais.org)) that collects data on

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<sup>4</sup> 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>.

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 it 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](http://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](http://www.nais.org/go/advocacy)) provides information on characteristics the American public associates with a quality education and its 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 communicate with important constituents such as prospective students and families, prospective teachers, the media, and policymakers. They can help you explain the value of independent education and of your school:
  - ✓ *Values Added: The Lifelong Returns of an Independent School Education* (free to download at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)).
  - ✓ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at [www.nais.org/advocacy](http://www.nais.org/advocacy)).
  - ✓ *Communications Handbook* (free to download at [www.nais.org/go/advocacy](http://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>).

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<sup>5</sup> StatsOnline is available to the five key administrators at each participating school who are responsible for providing the statistical data each year. The five administrators include: head, business manager, director of admission, director of development, and director of financial aid.





## EASI NAIS Detailed Trend Report & Analysis - 2008

CBSA Name: Honolulu, HI

CBSA Code: 26180

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

State Name: Hawaii

Dominant Profile: ASIAN\_LANG

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Description	2000	2008	2013	% Growth (2000-2008)	% Growth Forecast (2008-2013)
Total Population and Households					
Population	876,156	907,884	928,104	3.62	2.23
Households	286,450	312,739	326,773	9.18	4.49
Households with School Age Population					
Households with Children Age 0 to 17 Years	107,250	108,164	116,429	0.85	7.64
Percent of Households with Children Age 0 to 17 Years	37.44	34.59	35.63	-7.61	3.01
School Age Population					
Population Age 0 to 17 Years	208,758	205,810	200,128	-1.41	-2.76
Population Age 0 to 4 Years	56,849	57,900	57,089	1.85	-1.40
Population Age 5 to 9 Years	60,425	59,002	56,545	-2.35	-4.16
Population Age 10 to 13 Years	46,059	45,389	44,634	-1.45	-1.66
Population Age 14 to 17 Years	45,425	43,519	41,860	-4.20	-3.81
School Age Population by Gender					
Male Population Age 0 to 17 Years	107,379	107,472	104,792	0.09	-2.49
Female Population Age 0 to 17 Years	101,379	98,338	95,336	-3.00	-3.05
Male School Age Population by Age					
Male Population Age 0 to 4 Years	29,225	30,661	30,612	4.91	-0.16
Male Population Age 5 to 9 Years	30,930	30,484	29,061	-1.44	-4.67
Male Population Age 10 to 13 Years	23,744	23,582	23,226	-0.68	-1.51
Male Population Age 14 to 17 Years	23,480	22,745	21,893	-3.13	-3.75
Female School Age Population by Age					
Female Population Age 0 to 4 Years	27,624	27,239	26,477	-1.39	-2.80

<b>Female Population Age 5 to 9 Years</b>	29,495	28,518	27,484	-3.31	-3.63
<b>Female Population Age 10 to 13 Years</b>	22,315	21,806	21,409	-2.28	-1.82
<b>Female Population Age 14 to 17 Years</b>	21,945	20,775	19,966	-5.33	-3.89
<b>Population in School</b>					
<b>Nursery or Preschool</b>	12,964	14,500	15,345	11.85	5.83
<b>Kindergarten</b>	12,359	14,001	14,199	13.29	1.41
<b>Grades 1 to 4</b>	49,438	56,004	56,795	13.28	1.41
<b>Grades 5 to 8</b>	47,105	53,853	56,039	14.33	4.06
<b>Grades 9 to 12</b>	46,456	51,635	52,555	11.15	1.78
<b>Population in School by Gender</b>					
<b>Male Enrolled in School</b>	86,593	98,814	101,363	14.11	2.58
<b>Female Enrolled in School</b>	81,729	91,180	93,570	11.56	2.62
<b>Male Population in School by Grade</b>					
<b>Male Nursery or Preschool</b>	6,665	7,678	8,228	15.20	7.16
<b>Male Kindergarten</b>	6,326	7,234	7,297	14.35	0.87
<b>Male Grades 1 to 4</b>	25,306	28,935	29,189	14.34	0.88
<b>Male Grades 5 to 8</b>	24,283	27,980	29,160	15.22	4.22
<b>Male Grades 9 to 12</b>	24,013	26,986	27,488	12.38	1.86
<b>Female Population in School by Grade</b>					
<b>Female Nursery or Preschool</b>	6,299	6,822	7,117	8.30	4.32
<b>Female Kindergarten</b>	6,033	6,767	6,901	12.17	1.98
<b>Female Grades 1 to 4</b>	24,132	27,069	27,605	12.17	1.98
<b>Female Grades 5 to 8</b>	22,822	25,873	26,879	13.37	3.89
<b>Female Grades 9 to 12</b>	22,443	24,649	25,068	9.83	1.70
<b>Population in School</b>					
<b>Education, Total Enrollment (Pop 3+)</b>	168,322	189,994	194,933	12.88	2.60
<b>Education, Not Enrolled in School (Pop 3+)</b>	608,118	620,040	634,610	1.96	2.35
<b>Population in Public vs Private School</b>					
<b>Education, Enrolled Private Schools (Pop 3+)</b>	35,891	41,932	42,523	16.83	1.41
<b>Education, Enrolled Private Preprimary (Pop 3+)</b>	7,656	9,555	10,214	24.80	6.90
<b>Education, Enrolled Private Elementary or High School (Pop 3+)</b>	28,235	32,377	32,309	14.67	-0.21
<b>Education, Enrolled Public Schools (Pop 3+)</b>	132,431	148,062	152,410	11.80	2.94



<b>Education, Enrolled Public Preprimary (Pop 3+)</b>	5,308	4,945	5,131	-6.84	3.76
<b>Education, Enrolled Public Elementary or High School (Pop 3+)</b>	127,123	143,117	147,279	12.58	2.91
<b>Population in Public vs Private School by Gender</b>					
<b>Male Population in Public vs Private School</b>					
<b>Male Education, Enrolled Private Schools (Pop 3+)</b>	18,462	21,874	22,232	18.48	1.64
<b>Male Education, Enrolled Private Preprimary (Pop 3+)</b>	3,936	5,060	5,477	28.56	8.24
<b>Male Education, Enrolled Private Elementary or High School (Pop 3+)</b>	14,526	16,814	16,755	15.75	-0.35
<b>Male Education, Enrolled Public Schools (Pop 3+)</b>	68,131	76,941	79,130	12.93	2.85
<b>Male Education, Enrolled Public Preprimary (Pop 3+)</b>	2,729	2,619	2,751	-4.03	5.04
<b>Male Education, Enrolled Public Elementary or High School (Pop 3+)</b>	65,402	74,322	76,379	13.64	2.77
<b>Female Population in Public vs Private School</b>					
<b>Female Education, Enrolled Private Schools (Pop 3+)</b>	17,429	20,058	20,291	15.08	1.16
<b>Female Education, Enrolled Private Preprimary (Pop 3+)</b>	3,720	4,495	4,737	20.83	5.38
<b>Female Education, Enrolled Private Elementary or High School (Pop 3+)</b>	13,709	15,563	15,554	13.52	-0.06
<b>Female Education, Enrolled Public Schools (Pop 3+)</b>	64,300	71,121	73,280	10.61	3.04
<b>Female Education, Enrolled Public Preprimary (Pop 3+)</b>	2,579	2,326	2,380	-9.81	2.32
<b>Female Education, Enrolled Public Elementary or High School (Pop 3+)</b>	61,721	68,795	70,900	11.46	3.06
<b>Population by Race</b>					
<b>White Population, Alone</b>	186,484	160,379	144,229	-14.00	-10.07
<b>Black Population, Alone</b>	20,619	21,724	23,852	5.36	9.80
<b>Asian Population, Alone</b>	481,051	509,794	514,473	5.98	0.92
<b>Other Population</b>	188,002	215,987	245,550	14.89	13.69
<b>Population by Ethnicity</b>					
<b>Hispanic Population</b>	58,729	77,827	90,550	32.52	16.35
<b>White Non-Hispanic Population</b>	175,633	148,300	129,427	-15.56	-12.73
<b>Population by Race As Percent of Total Population</b>					
<b>Percent of White Population, Alone</b>	21.28	17.67	15.54	-16.96	-12.05
<b>Percent of Black Population, Alone</b>	2.35	2.39	2.57	1.70	7.53
<b>Percent of Asian Population, Alone</b>	54.90	56.15	55.43	2.28	-1.28
<b>Percent of Other Population</b>	21.46	23.79	26.46	10.86	11.22

<b>Population by Ethnicity As Percent of Total Population</b>					
<b>Percent of Hispanic Population</b>	6.70	8.57	9.76	27.91	13.89
<b>Percent of White Non-Hispanic Population</b>	20.05	16.33	13.95	-18.55	-14.57
<b>Educational Attainment</b>					
<b>Education Attainment, College (Pop 25+)</b>	109,254	124,813	131,114	14.24	5.05
<b>Education Attainment, Graduate Degree (Pop 25+)</b>	51,956	57,421	59,103	10.52	2.93
<b>Household Income</b>					
<b>Household Income, Median (\$)</b>	52,691	60,743	81,986	15.28	34.97
<b>Household Income, Average (\$)</b>	65,367	75,391	106,396	15.33	41.13
<b>Households by Income</b>					
<b>Households with Income Less than \$25,000</b>	60,698	56,769	39,240	-6.47	-30.88
<b>Households with Income \$25,000 to \$49,999</b>	76,159	72,874	53,931	-4.31	-25.99
<b>Households with Income \$50,000 to \$74,999</b>	59,170	62,197	54,808	5.12	-11.88
<b>Households with Income \$75,000 to \$99,999</b>	38,350	46,128	55,135	20.28	19.53
<b>Households with Income \$100,000 to \$124,999</b>	23,202	30,014	45,472	29.36	51.50
<b>Households with Income \$125,000 to \$149,999</b>	12,086	18,473	32,316	52.85	74.94
<b>Households with Income \$150,000 to \$199,999</b>	9,511	14,063	23,898	47.86	69.94
<b>Households with Income \$200,000 and Over</b>	7,274	12,221	21,973	68.01	79.80
<b>Families by Age of Children and Income</b>					
<b>Families with one or more children aged 0-4 and Income \$100,000 to \$124,999</b>	2,927	3,665	5,489	25.21	49.77
<b>Families with one or more children aged 5-9 and Income \$100,000 to \$124,999</b>	3,111	3,735	5,437	20.06	45.57
<b>Families with one or more children aged 10-13 and Income \$100,000 to \$124,999</b>	2,371	2,873	4,292	21.17	49.39
<b>Families with one or more children aged 14-17 and Income \$100,000 to \$124,999</b>	2,338	2,755	4,025	17.84	46.10
<b>Families with one or more children aged 0-4 and Income \$125,000 to \$149,999</b>	1,513	2,287	4,098	51.16	79.19
<b>Families with one or more children aged 5-9 and Income \$125,000 to \$149,999</b>	1,609	2,331	4,059	44.87	74.13
<b>Families with one or more children aged 10-13 and Income \$125,000 to \$149,999</b>	1,226	1,793	3,204	46.25	78.69
<b>Families with one or more children aged 14-17 and Income \$125,000 to \$149,999</b>	1,209	1,719	3,005	42.18	74.81

<b>Families with one or more children aged 0-4 and Income \$150,000 to \$199,999</b>	1,215	1,754	3,015	44.36	71.89
<b>Families with one or more children aged 5-9 and Income \$150,000 to \$199,999</b>	1,292	1,787	2,986	38.31	67.10
<b>Families with one or more children aged 10-13 and Income \$150,000 to \$199,999</b>	985	1,375	2,357	39.59	71.42
<b>Families with one or more children aged 14-17 and Income \$150,000 to \$199,999</b>	971	1,318	2,211	35.74	67.75
<b>Families with one or more children aged 0-4 and Income \$200,000 to \$349,999</b>	494	862	1,565	74.49	81.55
<b>Families with one or more children aged 5-9 and Income \$200,000 to \$349,999</b>	525	878	1,551	67.24	76.65
<b>Families with one or more children aged 10-13 and Income \$200,000 to \$349,999</b>	400	676	1,224	69.00	81.07
<b>Families with one or more children aged 14-17 and Income \$200,000 to \$349,999</b>	395	648	1,148	64.05	77.16
<b>Families with one or more children aged 0-4 and Income \$350,000 and over</b>	368	632	1,210	71.74	91.46
<b>Families with one or more children aged 5-9 and Income \$350,000 and over</b>	391	644	1,198	64.71	86.02
<b>Families with one or more children aged 10-13 and Income \$350,000 and over</b>	298	495	946	66.11	91.11
<b>Families with one or more children aged 14-17 and Income \$350,000 and over</b>	294	475	887	61.56	86.74
<b>Households by Home Value</b>					
<b>Housing, Owner Households Valued Less than \$250,000</b>	66,518	21,252	15,553	-68.05	-26.82
<b>Housing, Owner Households Valued \$250,000-\$299,999</b>	23,652	20,097	4,092	-15.03	-79.64
<b>Housing, Owner Households Valued \$300,000-\$399,999</b>	33,973	15,727	12,446	-53.71	-20.86
<b>Housing, Owner Households Valued \$400,000-\$499,999</b>	15,399	63,717	19,220	313.77	-69.84
<b>Housing, Owner Households Valued \$500,000-\$749,999</b>	11,932	25,485	49,122	113.59	92.75
<b>Housing, Owner Households Valued \$750,000-\$999,999</b>	2,981	26,602	62,958	792.39	136.67
<b>Housing, Owner Households Valued More than \$1,000,000</b>	1,860	7,219	30,222	288.12	318.65
<b>Households by Length of Residence</b>					
<b>Length of Residence Less than 2 Years</b>	16,503	24,156	28,622	46.37	18.49
<b>Length of Residence 3 to 5 Years</b>	24,754	36,234	42,933	46.38	18.49
<b>Length of Residence 6 to 10 Years</b>	73,425	80,994	85,211	10.31	5.21
<b>Length of Residence More than 10 Years</b>	171,768	171,355	170,007	-0.24	-0.79
<b>Households by Race and Income</b>					
<b>White Households by Income</b>					

White Households with Income Less than \$25,000	15,536	10,313	6,092	-33.62	-40.93
White Households with Income \$25,000 to \$49,999	21,874	15,929	11,314	-27.18	-28.97
White Households with Income \$50,000 to \$74,999	15,873	13,430	11,264	-15.39	-16.13
White Households with Income \$75,000 to \$99,999	9,825	10,307	10,913	4.91	5.88
White Households with Income \$100,000 to \$124,999	6,361	7,038	7,915	10.64	12.46
White Households with Income \$125,000 to \$149,999	3,166	5,072	6,634	60.20	30.80
White Households with Income \$150,000 to \$199,999	3,024	3,845	4,557	27.15	18.52
White Households with Income \$200,000 and Over	2,917	4,623	5,773	58.48	24.88
Black Households by Income					
Black Households with Income Less than \$25,000	1,478	1,108	803	-25.03	-27.53
Black Households with Income \$25,000 to \$49,999	2,963	2,521	2,408	-14.92	-4.48
Black Households with Income \$50,000 to \$74,999	1,729	2,072	2,408	19.84	16.22
Black Households with Income \$75,000 to \$99,999	610	1,325	2,075	117.21	56.60
Black Households with Income \$100,000 to \$124,999	208	573	991	175.48	72.95
Black Households with Income \$125,000 to \$149,999	57	236	341	314.04	44.49
Black Households with Income \$150,000 to \$199,999	27	78	91	188.89	16.67
Black Households with Income \$200,000 and Over	19	48	61	152.63	27.08
Asian Households by Income					
Asian Households with Income Less than \$25,000	32,362	31,659	21,486	-2.17	-32.13
Asian Households with Income \$25,000 to \$49,999	39,575	39,671	27,160	0.24	-31.54
Asian Households with Income \$50,000 to \$74,999	32,672	35,239	29,445	7.86	-16.44
Asian Households with Income \$75,000 to \$99,999	22,379	27,045	31,681	20.85	17.14
Asian Households with Income \$100,000 to \$124,999	13,727	18,220	28,439	32.73	56.09
Asian Households with Income \$125,000 to \$149,999	7,533	11,171	20,134	48.29	80.23
Asian Households with Income \$150,000 to \$199,999	5,500	8,756	16,445	59.20	87.81
Asian Households with Income \$200,000 and Over	3,685	6,571	13,721	78.32	108.81
Other Households by Income					
Other Households with Income Less than \$25,000	11,322	13,689	10,859	20.91	-20.67
Other Households with Income \$25,000 to \$49,999	11,747	14,753	13,049	25.59	-11.55
Other Households with Income \$50,000 to \$74,999	8,896	11,456	11,691	28.78	2.05
Other Households with Income \$75,000 to \$99,999	5,536	7,451	10,466	34.59	40.46
Other Households with Income \$100,000 to \$124,999	2,906	4,183	8,127	43.94	94.29
Other Households with Income \$125,000 to \$149,999	1,330	1,994	5,207	49.92	161.13

Other Households with Income \$150,000 to \$199,999	960	1,384	2,805	44.17	102.67
Other Households with Income \$200,000 and Over	653	979	2,418	49.92	146.99
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	4,153	5,010	4,457	20.64	-11.04
Hispanic Households with Income \$25,000 to \$49,999	4,342	5,751	6,235	32.45	8.42
Hispanic Households with Income \$50,000 to \$74,999	2,846	4,025	4,589	41.43	14.01
Hispanic Households with Income \$75,000 to \$99,999	1,424	2,698	4,619	89.47	71.20
Hispanic Households with Income \$100,000 to \$124,999	581	1,404	2,811	141.65	100.21
Hispanic Households with Income \$125,000 to \$149,999	194	613	1,304	215.98	112.72
Hispanic Households with Income \$150,000 to \$199,999	210	357	411	70.00	15.13
Hispanic Households with Income \$200,000 and Over	174	414	682	137.93	64.73
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	14,513	9,967	5,934	-31.32	-40.46
White Non-Hispanic Households with Income \$25,000 to \$49,999	20,788	15,345	10,855	-26.18	-29.26
White Non-Hispanic Households with Income \$50,000 to \$74,999	15,248	12,965	10,812	-14.97	-16.61
White Non-Hispanic Households with Income \$75,000 to \$99,999	9,492	9,956	10,570	4.89	6.17
White Non-Hispanic Households with Income \$100,000 to \$124,999	6,163	6,765	7,686	9.77	13.61
White Non-Hispanic Households with Income \$125,000 to \$149,999	3,092	4,884	6,450	57.96	32.06
White Non-Hispanic Households with Income \$150,000 to \$199,999	2,937	3,740	4,474	27.34	19.63
White Non-Hispanic Households with Income \$200,000 and Over	2,833	4,438	5,647	56.65	27.24

**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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