

# THE NAIS DEMOGRAPHIC CENTER

## Metropolitan Area Reports

### CBSA<sup>1</sup>: Houston-Baytown-Sugar Land, TX<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 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](http://www.nais.org/go/demographics).*

### Key Findings

#### Increasing School Age Population

1. During 2000-2008, the metropolitan area of Houston-Baytown-Sugar Land reported an increase in the numbers of households with children of school age from 701,009 to 795,124 (13.41 percent). This number is expected to grow by 16.26 percent during the next five years, totaling 924,412 in 2013.
2. In addition, all school population groups are expected to increase during the next five years, with expected growth rates ranging from 6.10 percent (children ages 10 to 13) to 8.69 percent (children ages 14 to 17).
3. By gender, the female school population is expected to grow by 6.62 percent by the year 2013, from 789,393 to 841,633; while the male school population is predicted to grow by 7.76 percent from 857,656 in 2008 to 924,252 in 2013.

#### Rising Numbers of Young Children and Teenagers

4. In absolute numbers, the largest group in 2008 was children between five and nine years old at 478,809, followed by children younger than five years old at 461,728. While both groups recorded the highest percent increases between 2000 and 2008 at 23.07 percent and 21.66 percent, respectively, they are predicted to continue growing at lower but still significant rates between 2008 and 2013 at 6.10 percent and 7.95 percent, respectively. Children between 14 and 17 years old will have the highest growth rate at 8.69 percent.
5. By age and gender, male children ages five to nine years old are expected to be the largest group in the Houston-Baytown-Sugar Land metropolitan area by 2013, at 268,532. However, other groups are expected to record the second highest growth rates: male teenagers ages 14 to 17 years old are expected to increase at 8.57 percent, from 187,294 in 2008 to 203,351 in 2013, presided by boys younger than five years

---

<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 following counties: Austin, TX 48015; Brazoria, TX 48039; Chambers, TX 48071; Fort Bend, TX 48157; Galveston, TX 48167; Harris, TX 48201; Liberty, TX 48291; Montgomery, TX 48339; San Jacinto, TX 48407; and Waller, TX 48473.

old at 8.70 percent, from 241,034 in 2008 to 261,996 in 2013; and girls ages 14 to 17 at 8.84 percent, from 172,662 in 2008 to 187,870 in 2013.

6. Given the previous trends, for the next five years, it is anticipated that the nursery or preschool population will expand by 14.45 percent (from 116,987 in 2008 to 133,894 in 2013) while the student population in grades nine to 12 will expand by 12.83 percent (from 399,754 in 2008 to 451,040 in 2013). When broken down by gender, the number of boys attending nursery or preschool are projected to rise by 15.24 percent, from 61,070 in 2008 to 70,377 in 2013; followed by male students attending grades nine to 12 at 12.71 percent, from 208,002 in 2008 to 234,444 in 2013. Also, the female population in grades nine to 12 is anticipated to increase by 12.96 percent during the period 2008-2013, from 181,752 to 216,596. The number of girls attending nursery or preschool will also grow by 13.59 percent.

### **Growing Numbers of Private School Enrollment**

7. Population enrolled in private schools grew by more than 39 percent during the period 2000-2008, from 120,371 to 167,910. Similarly, public school enrollment recorded an increase of almost 29 percent during the same period (from 981,467 in 2000 to 1,265,452 in 2008). By the year 2013, both private and public schools are expected to grow at lower but still significant rates of 12.16 percent and 11.17 percent, respectively.
8. By gender, during the period 2008 to 2013, male preprimary enrollment in private schools is anticipated to grow by 17.99 percent, from 35,157 to 41,481, while the female preprimary enrollment is expected to grow by 16.30 percent, from 32,190 in 2008 to 37,438 in 2013. The anticipated male and female growth rates for elementary and high school are 9.28 percent and 8.28 percent, respectively.

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

9. By race and ethnicity, the principal changes in the Houston-Baytown-Sugar Land area are the declining growth rate of the white population, while Asians, 'Other'<sup>3</sup> population,' and Hispanics have increased substantially during the years 2000-2008 at 47.07 percent, 41.36 percent, and 36.01 percent, respectively.
10. While the white population is expected to slightly increase from 3,380,741 in 2008 to 3,552,628 in 2013 (5.08 percent), minority groups are predicted to continue increasing by 2013, especially the 'Other' population that is forecasted to grow from 1,032,091 in 2008 to 1,284,590 in 2013 (24.46 percent).
11. The Hispanic population is also forecasted to continue growing at a lower, but still significant rate of 18.17 percent, reaching 2,175,239 in 2013. By that year, Hispanics are expected to represent 34.49 percent of the population in this area, up by close to six percentage points from the percentage recorded in 2000.

<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 between 14 and 17 years old and incomes over \$350,000 are expected to increase from 4,738 in 2008 to 8,138 in 2013 (71.76 percent), followed by families with children in the same age group and incomes between \$125,000 and \$149,999 who are expected to grow from 12,346 in 2008 to 20,892 in 2013 (69.22 percent). In absolute numbers, the largest group is expected to be families with children between five and nine years old and incomes between \$100,000 and \$124,999 at 36,842 by 2013.
13. The number of African American households with income of at least \$100,000 per year is projected to continue growing through 2013. In particular, households with annual incomes between \$125,000 and \$149,999 are projected to record an increase of 72.64 percent, from 11,507 in 2008 to 19,866 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 over \$200,000 at 129.74 percent from 4,452 in 2008 to 10,228 in 2013.
14. Although their numbers are not that large, the number of Hispanic households with annual incomes of at least \$100,000 per year is also predicted to increase by 2013, especially those households with incomes between \$125,000 and \$149,999 per year, who are expected to more than double their numbers from 11,148 in 2008 to 24,833 in 2013 (122.76 percent).
15. Likewise, 'Other households' with annual incomes of at least \$100,000 per year are forecasted to expand. For example, 'Other' families with annual incomes between \$125,000 and \$149,999 are projected to soar from 4,217 in 2008 to 12,324 in 2013 (192.25 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 911.85 percent during this period. A positive trend is expected to continue through 2013, since people who buy a new house tend to move to a bigger and more valuable home. For instance, the number of owner households with homes valued between \$500,000 and \$749,999 is expected to increase from 27,497 in 2008 to 85,505 in 2013 (210.96 percent).

### **Healthy Increase in Population with Higher Education**

17. The number of people older than 25 years of age who hold a college degrees in the Houston-Baytown-Sugar Land area increased by 31.75 percent, from 508,876 in 2000 to 670,437 in 2008. This number is foreseen to continue increasing, but at a lower growth rate, by 2013 (14.62 percent). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 250,775 in 2000 to 322,531 in 2008 (28.61 percent), and it is forecasted that their numbers will continue to grow by 12.91 percent by the year 2013.

## Strategic Considerations for Schools

Given the finds of this report, independent schools in the Houston-Baytown-Sugar Land 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 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 wealthier 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?<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

---

<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 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](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 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](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>).

---

<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.



- ✓ *Penny-Wise: Paying for Your Child's Independent School Education*  
(view a sample as a pdf or purchase copies from the online bookstore at <http://transact.nais.org/Purchase/SearchCatalog.aspx>).



## EASI NAIS Detailed Trend Report & Analysis - 2008

CBSA Name: Houston-Sugar Land-Baytown, TX

CBSA Code: 26420

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

State Name: Texas

Dominant Profile: ASIAN\_LANG

Edit Report
Print Friendly Report
Save Report
Help
Definitions
Frequently Asked Questions
NAIS Demographic Center
Contact NAIS
Contact EASI

Description	2000	2008	2013	% Growth (2000-2008)	% Growth Forecast (2008-2013)
Total Population and Households					
Population	4,715,407	5,691,481	6,307,732	20.70	10.83
Households	1,656,799	2,017,341	2,287,024	21.76	13.37
Households with School Age Population					
Households with Children Age 0 to 17 Years	701,099	795,124	924,412	13.41	16.26
Percent of Households with Children Age 0 to 17 Years	42.32	39.41	40.42	-6.88	2.56
School Age Population					
Population Age 0 to 17 Years	1,367,993	1,647,049	1,768,919	20.40	7.40
Population Age 0 to 4 Years	379,530	461,728	498,457	21.66	7.95
Population Age 5 to 9 Years	389,048	478,809	508,009	23.07	6.10
Population Age 10 to 13 Years	301,935	346,556	368,198	14.78	6.24
Population Age 14 to 17 Years	297,480	359,956	391,221	21.00	8.69
School Age Population by Gender					
Male Population Age 0 to 17 Years	700,837	857,656	924,252	22.38	7.76
Female Population Age 0 to 17 Years	667,156	789,393	841,633	18.32	6.62
Male School Age Population by Age					
Male Population Age 0 to 4 Years	194,235	241,034	261,996	24.09	8.70
Male Population Age 5 to 9 Years	198,846	250,341	268,532	25.90	7.27
Male Population Age 10 to 13 Years	154,675	178,987	190,373	15.72	6.36
Male Population Age 14 to 17 Years	153,081	187,294	203,351	22.35	8.57
Female School Age Population by Age					
Female Population Age 0 to 4 Years	185,295	220,694	236,461	19.10	7.14



<b>Female Population Age 5 to 9 Years</b>	190,202	228,468	239,477	20.12	4.82
<b>Female Population Age 10 to 13 Years</b>	147,260	167,569	177,825	13.79	6.12
<b>Female Population Age 14 to 17 Years</b>	144,399	172,662	187,870	19.57	8.81
<b>Population in School</b>					
<b>Nursery or Preschool</b>	91,941	116,987	133,894	27.24	14.45
<b>Kindergarten</b>	79,497	106,350	117,137	33.78	10.14
<b>Grades 1 to 4</b>	317,987	425,398	468,548	33.78	10.14
<b>Grades 5 to 8</b>	308,482	384,873	424,496	24.76	10.30
<b>Grades 9 to 12</b>	303,930	399,754	451,040	31.53	12.83
<b>Population in School by Gender</b>					
<b>Male Enrolled in School</b>	564,641	745,869	833,893	32.10	11.80
<b>Female Enrolled in School</b>	537,197	687,493	761,221	27.98	10.72
<b>Male Population in School by Grade</b>					
<b>Male Nursery or Preschool</b>	47,053	61,070	70,377	29.79	15.24
<b>Male Kindergarten</b>	40,632	55,604	61,918	36.85	11.36
<b>Male Grades 1 to 4</b>	162,526	222,416	247,673	36.85	11.36
<b>Male Grades 5 to 8</b>	158,029	198,777	219,481	25.79	10.42
<b>Male Grades 9 to 12</b>	156,400	208,002	234,444	32.99	12.71
<b>Female Population in School by Grade</b>					
<b>Female Nursery or Preschool</b>	44,888	55,917	63,517	24.57	13.59
<b>Female Kindergarten</b>	38,865	50,746	55,219	30.57	8.81
<b>Female Grades 1 to 4</b>	155,461	202,983	220,875	30.57	8.81
<b>Female Grades 5 to 8</b>	150,453	186,096	205,015	23.69	10.17
<b>Female Grades 9 to 12</b>	147,530	191,752	216,596	29.97	12.96
<b>Population in School</b>					
<b>Education, Total Enrollment (Pop 3+)</b>	1,101,838	1,433,362	1,595,114	30.09	11.28
<b>Education, Not Enrolled in School (Pop 3+)</b>	3,135,599	3,703,318	4,107,546	18.11	10.92
<b>Population in Public vs Private School</b>					
<b>Education, Enrolled Private Schools (Pop 3+)</b>	120,371	167,910	188,330	39.49	12.16
<b>Education, Enrolled Private Preprimary (Pop 3+)</b>	45,300	67,347	78,919	48.67	17.18
<b>Education, Enrolled Private Elementary or High School (Pop 3+)</b>	75,071	100,563	109,411	33.96	8.80

<b>Education, Enrolled Public Schools (Pop 3+)</b>	981,467	1,265,452	1,406,784	28.93	11.17
<b>Education, Enrolled Public Preprimary (Pop 3+)</b>	46,641	49,640	54,975	6.43	10.75
<b>Education, Enrolled Public Elementary or High School (Pop 3+)</b>	934,826	1,215,812	1,351,809	30.06	11.19
<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>	61,659	87,471	98,650	41.86	12.78
<b>Male Education, Enrolled Private Preprimary (Pop 3+)</b>	23,184	35,157	41,481	51.64	17.99
<b>Male Education, Enrolled Private Elementary or High School (Pop 3+)</b>	38,475	52,314	57,169	35.97	9.28
<b>Male Education, Enrolled Public Schools (Pop 3+)</b>	502,982	658,397	735,242	30.90	11.67
<b>Male Education, Enrolled Public Preprimary (Pop 3+)</b>	23,870	25,913	28,896	8.56	11.51
<b>Male Education, Enrolled Public Elementary or High School (Pop 3+)</b>	479,112	632,484	706,347	32.01	11.68
<b>Female Population in Public vs Private School</b>					
<b>Female Education, Enrolled Private Schools (Pop 3+)</b>	58,712	80,439	89,680	37.01	11.49
<b>Female Education, Enrolled Private Preprimary (Pop 3+)</b>	22,116	32,190	37,438	45.55	16.30
<b>Female Education, Enrolled Private Elementary or High School (Pop 3+)</b>	36,596	48,249	52,242	31.84	8.28
<b>Female Education, Enrolled Public Schools (Pop 3+)</b>	478,485	607,055	671,542	26.87	10.62
<b>Female Education, Enrolled Public Preprimary (Pop 3+)</b>	22,771	23,727	26,079	4.20	9.91
<b>Female Education, Enrolled Public Elementary or High School (Pop 3+)</b>	455,714	583,328	645,462	28.00	10.65
<b>Population by Race</b>					
<b>White Population, Alone</b>	2,959,579	3,380,741	3,552,628	14.23	5.08
<b>Black Population, Alone</b>	794,811	939,068	1,065,454	18.15	13.46
<b>Asian Population, Alone</b>	230,901	339,581	405,060	47.07	19.28
<b>Other Population</b>	730,116	1,032,091	1,284,590	41.36	24.46
<b>Population by Ethnicity</b>					
<b>Hispanic Population</b>	1,353,477	1,840,797	2,175,239	36.01	18.17
<b>White Non-Hispanic Population</b>	2,274,829	2,511,490	2,618,251	10.40	4.25
<b>Population by Race As Percent of Total Population</b>					
<b>Percent of White Population, Alone</b>	62.76	59.40	56.32	-5.35	-5.19
<b>Percent of Black Population, Alone</b>	16.86	16.50	16.89	-2.14	2.36

<b>Percent of Asian Population, Alone</b>	4.90	5.97	6.42	21.84	7.54
<b>Percent of Other Population</b>	15.48	18.13	20.37	17.12	12.36
<b>Population by Ethnicity As Percent of Total Population</b>					
<b>Percent of Hispanic Population</b>	28.70	32.34	34.49	12.68	6.65
<b>Percent of White Non-Hispanic Population</b>	48.24	44.13	41.51	-8.52	-5.94
<b>Educational Attainment</b>					
<b>Education Attainment, College (Pop 25+)</b>	508,876	670,437	768,440	31.75	14.62
<b>Education Attainment, Graduate Degree (Pop 25+)</b>	250,775	322,531	364,155	28.61	12.91
<b>Household Income</b>					
<b>Household Income, Median (\$)</b>	45,330	56,914	73,438	25.55	29.03
<b>Household Income, Average (\$)</b>	61,059	76,965	103,578	26.05	34.58
<b>Households by Income</b>					
<b>Households with Income Less than \$25,000</b>	435,280	416,419	332,907	-4.33	-20.05
<b>Households with Income \$25,000 to \$49,999</b>	475,633	490,852	445,291	3.20	-9.28
<b>Households with Income \$50,000 to \$74,999</b>	313,642	366,665	389,662	16.91	6.27
<b>Households with Income \$75,000 to \$99,999</b>	183,212	265,958	361,623	45.16	35.97
<b>Households with Income \$100,000 to \$124,999</b>	104,345	176,002	266,487	68.67	51.41
<b>Households with Income \$125,000 to \$149,999</b>	51,474	114,163	192,137	121.79	68.30
<b>Households with Income \$150,000 to \$199,999</b>	46,597	86,852	133,705	86.39	53.95
<b>Households with Income \$200,000 and Over</b>	46,616	100,430	165,212	115.44	64.50
<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>	14,809	23,926	36,150	61.56	51.09
<b>Families with one or more children aged 5-9 and Income \$100,000 to \$124,999</b>	15,180	24,811	36,842	63.45	48.49
<b>Families with one or more children aged 10-13 and Income \$100,000 to \$124,999</b>	11,781	17,958	26,703	52.43	48.70
<b>Families with one or more children aged 14-17 and Income \$100,000 to \$124,999</b>	11,607	18,653	28,373	60.70	52.11
<b>Families with one or more children aged 0-4 and Income \$125,000 to \$149,999</b>	7,405	15,836	26,619	113.86	68.09
<b>Families with one or more children aged 5-9 and Income \$125,000 to \$149,999</b>	7,591	16,422	27,129	116.34	65.20
<b>Families with one or more children aged 10-13 and Income \$125,000 to \$149,999</b>	5,891	11,886	19,663	101.77	65.43

Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	5,804	12,346	20,892	112.72	69.22
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	6,721	12,079	19,026	79.72	57.51
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	6,890	12,526	19,390	81.80	54.80
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	5,347	9,066	14,054	69.55	55.02
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	5,268	9,417	14,933	78.76	58.57
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	3,779	7,908	13,013	109.26	64.55
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	3,874	8,201	13,263	111.69	61.72
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	3,006	5,936	9,613	97.47	61.94
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	2,962	6,165	10,214	108.14	65.68
Families with one or more children aged 0-4 and Income \$350,000 and over	2,853	6,078	10,369	113.04	70.60
Families with one or more children aged 5-9 and Income \$350,000 and over	2,924	6,303	10,567	115.56	67.65
Families with one or more children aged 10-13 and Income \$350,000 and over	2,270	4,562	7,659	100.97	67.89
Families with one or more children aged 14-17 and Income \$350,000 and over	2,236	4,738	8,138	111.90	71.76
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	935,178	991,621	970,320	6.04	-2.15
Housing, Owner Households Valued \$250,000-\$299,999	24,517	102,747	104,038	319.08	1.26
Housing, Owner Households Valued \$300,000-\$399,999	22,826	38,328	132,078	67.91	244.60
Housing, Owner Households Valued \$400,000-\$499,999	10,385	76,749	78,307	639.04	2.03
Housing, Owner Households Valued \$500,000-\$749,999	9,987	27,497	85,505	175.33	210.96
Housing, Owner Households Valued \$750,000-\$999,999	3,662	37,054	76,760	911.85	107.16
Housing, Owner Households Valued More than \$1,000,000	3,792	18,355	57,673	384.05	214.21
Households by Length of Residence					
Length of Residence Less than 2 Years	119,739	223,225	301,049	86.43	34.86
Length of Residence 3 to 5 Years	179,608	334,837	451,574	86.43	34.86
Length of Residence 6 to 10 Years	513,582	616,777	694,161	20.09	12.55
Length of Residence More than 10 Years	843,870	842,502	840,240	-0.16	-0.27
Households by Race and Income					

White Households by Income					
White Households with Income Less than \$25,000	237,462	198,775	144,222	-16.29	-27.44
White Households with Income \$25,000 to \$49,999	300,433	272,232	216,628	-9.39	-20.43
White Households with Income \$50,000 to \$74,999	223,469	236,464	223,557	5.82	-5.46
White Households with Income \$75,000 to \$99,999	141,247	189,903	227,101	34.45	19.59
White Households with Income \$100,000 to \$124,999	84,807	134,527	183,721	58.63	36.57
White Households with Income \$125,000 to \$149,999	43,080	91,775	146,174	113.03	59.27
White Households with Income \$150,000 to \$199,999	40,353	72,781	107,586	80.36	47.82
White Households with Income \$200,000 and Over	41,216	87,857	139,974	113.16	59.32
Black Households by Income					
Black Households with Income Less than \$25,000	113,849	103,062	94,037	-9.47	-8.76
Black Households with Income \$25,000 to \$49,999	87,064	92,606	99,085	6.37	7.00
Black Households with Income \$50,000 to \$74,999	43,788	58,485	70,910	33.56	21.24
Black Households with Income \$75,000 to \$99,999	20,590	38,512	57,902	87.04	50.35
Black Households with Income \$100,000 to \$124,999	9,009	21,750	36,981	141.43	70.03
Black Households with Income \$125,000 to \$149,999	3,316	11,507	19,866	247.01	72.64
Black Households with Income \$150,000 to \$199,999	2,349	5,758	9,126	145.13	58.49
Black Households with Income \$200,000 and Over	2,033	5,266	8,105	159.03	53.91
Asian Households by Income					
Asian Households with Income Less than \$25,000	15,992	19,476	15,261	21.79	-21.64
Asian Households with Income \$25,000 to \$49,999	18,950	23,966	20,591	26.47	-14.08
Asian Households with Income \$50,000 to \$74,999	14,656	20,851	19,902	42.27	-4.55
Asian Households with Income \$75,000 to \$99,999	8,936	15,256	23,389	70.73	53.31
Asian Households with Income \$100,000 to \$124,999	5,595	10,280	18,591	83.74	80.85
Asian Households with Income \$125,000 to \$149,999	2,957	6,664	13,773	125.36	106.68
Asian Households with Income \$150,000 to \$199,999	2,409	5,418	11,092	124.91	104.72
Asian Households with Income \$200,000 and Over	1,779	4,452	10,228	150.25	129.74
Other Households by Income					
Other Households with Income Less than \$25,000	67,977	95,106	79,387	39.91	-16.53
Other Households with Income \$25,000 to \$49,999	69,186	102,048	108,987	47.50	6.80
Other Households with Income \$50,000 to \$74,999	31,729	50,865	75,293	60.31	48.03
Other Households with Income \$75,000 to \$99,999	12,439	22,287	53,231	79.17	138.84
Other Households with Income \$100,000 to \$124,999	4,934	9,445	27,194	91.43	187.92

Other Households with Income \$125,000 to \$149,999	2,121	4,217	12,324	98.82	192.25
Other Households with Income \$150,000 to \$199,999	1,486	2,895	5,901	94.82	103.83
Other Households with Income \$200,000 and Over	1,588	2,855	6,905	79.79	141.86
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	125,161	152,450	133,652	21.80	-12.33
Hispanic Households with Income \$25,000 to \$49,999	126,553	175,222	194,137	38.46	10.79
Hispanic Households with Income \$50,000 to \$74,999	58,300	98,085	137,843	68.24	40.53
Hispanic Households with Income \$75,000 to \$99,999	22,683	52,956	102,183	133.46	92.96
Hispanic Households with Income \$100,000 to \$124,999	8,964	23,931	50,878	166.97	112.60
Hispanic Households with Income \$125,000 to \$149,999	3,845	11,148	24,833	189.93	122.76
Hispanic Households with Income \$150,000 to \$199,999	2,904	7,113	11,871	144.94	66.89
Hispanic Households with Income \$200,000 and Over	3,339	7,814	13,827	134.02	76.95
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	173,266	140,253	98,568	-19.05	-29.72
White Non-Hispanic Households with Income \$25,000 to \$49,999	238,033	201,759	147,502	-15.24	-26.89
White Non-Hispanic Households with Income \$50,000 to \$74,999	193,810	188,560	166,648	-2.71	-11.62
White Non-Hispanic Households with Income \$75,000 to \$99,999	128,540	154,893	175,550	20.50	13.34
White Non-Hispanic Households with Income \$100,000 to \$124,999	79,236	112,416	149,096	41.87	32.63
White Non-Hispanic Households with Income \$125,000 to \$149,999	40,585	77,283	122,761	90.42	58.85
White Non-Hispanic Households with Income \$150,000 to \$199,999	38,225	62,949	93,154	64.68	47.98
White Non-Hispanic Households with Income \$200,000 and Over	38,869	75,922	122,546	95.33	61.41

**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.

**National Association of Independent Schools**  
**1620 L Street NW, Washington, DC 20036-5695**  
**phone: (202) 973-9700 email: [info@nais.org](mailto:info@nais.org)**