

# THE NAIS DEMOGRAPHIC CENTER **Metropolitan Area Reports**

## CBSA<sup>1</sup>: - Los Angeles-Long Beach-Santa Ana, CA<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.

## **Key Findings**

#### **Decreasing School Age Population**

- 1. Between 2000 and 2008 in the metropolitan area of Los Angeles-Long Beach-Santa Ana, the number of households with children of school age decreased from 1.66 million to 1.61 million (3.01 percent decline). However, it is expected to grow by 5.12 percent during the next five years, totaling 1.69 million in 2013.
- 2. The school age population group is also expected to diminish during this period. After recording moderate growth rates between 2000 and 2008 in the case of boys (4.41 percent) and a minor decline for girls during the same period (0.03 percent decline), the population of children age 0 to 17 years is projected to decline by 3.34 percent from 3.513,588 in 2008 to 3.396,118 in 2013.
- 3. By gender, the female school age population is expected to decrease more than the male school age population. In fact, females in this age group are projected to decline by 3.80 percent, from 1,674,441 in 2008 to 1,610,805 in 2013; while males in the school age group are predicted to drop by 2.93 percent, from 1,839,147 in 2007 to 1,785,313 in 2013.

#### **Declining Numbers of Younger Children**

- 4. By age, the largest decreases are projected to be in the number of girls between five to nine years old, from 493,533 in 2008 to 517,950 in 2013 (a 5.27 percent decline), and boys in the same age group from 562,391 in 2007 to 544,737 in 2012 (a 3.14 percent decline). The group of children younger than five years old is also expected to drop during the same five-year period, by 3.91 percent in the case of boys and by 5.53 percent in the case of girls.
- 5. Given the previous findings, it is not surprising that the kindergarten population and the population in grades one to four are both expected to diminish by 1.74 percent during the period 2008-2013. These rates contrast with the significant increase that

<sup>&</sup>lt;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.

This CBSA area includes the following counties: Los Angeles, CA 06037 and Orange, CA 06059.



they recorded between 2000 and 2008 at 10.48 percent for both, kindergarten and grades one to four. When broken down by gender, it is clear that the declining numbers in these two grade groups are due to the declining number of girls attending kindergarten and grades one to four is projected to fall by 2.42 percent in each case during the period 2008-2013.

6. By contrast, the number of children in grades five to eight and grades nine to 12 in Los Angeles-Long Beach-Santa Ana is expected to continue to grow at a moderate rate (3.87 percent during the years 2008 to 2013), after growing 13.25 percent and 14.22 percent, respectively, during the previous period 2000-2008.

#### **Sluggish Enrollment in Private Schools**

7. The number of students enrolled in private schools grew by 16.43 percent between 2000 and 2008. It is expected to continue growing by 2013, but at a much lower rate of just 0.39 percent. While public school enrollment grew during 2000-2008 by 11.25 percent (with the exception of public preprimary, which fell by 7.19 percent), it is projected to record a slower growth rate of just 1.74 percent between 2008 and 2013.

#### **Majority Numbers of Hispanic Population**

- 8. By race and ethnicity, the number of Hispanics recorded a significant increase at 19.75 percent from 2000 to 2008. This group is forecasted to continue growing at a lower, but still significant, rate of 7.00 percent by the year 2013. By that year, Hispanics are expected to make up half of the population in the Los Angeles-Long Beach-Santa Ana metropolitan area (50.06 percent of the total).
- 9. By race, the white population is expected to continue declining by 8.55 percent by 2013, while 'Other<sup>3</sup> population' is predicted to increase (10.74 percent growth) during the period 2008-2013.

#### **Rising Numbers of Affluent Families**

- 10. The number of families with school age children and incomes of at least \$100,000 per year is predicted to increase through 2013. Families with children age five to nine years and incomes between \$100,000 and \$124,999 constituted the largest group in absolute numbers at 45,568 in 2008. This group is expected to increase to 60,196 by 2013 (a 32.10 percent increase).
- 11. Likewise, families with children age 10 to 13 years and incomes between \$200,000 and \$349,999 are expected to increase from 16,006 in 2008 to 24,514 in 2013 (a 53.16 percent increase), followed by families with teenagers 14 to 17 years old and incomes between \$200,000 and \$349,999 who are expected to grow from 15,368 in 2008 to 23,418 in 2013 (52.38 percent). These two groups are estimated to record the largest growth rates in the next five years.

<sup>&</sup>lt;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.



- 12. By race, among households with annual incomes of at least \$100,000, white households represented the vast majority in absolute numbers; however, the estimated growth in the number of white households in this income group between 2008 and 2013 is the smallest among all the racial groups.
- 13. In contrast, 'Other households' with annual incomes of at least \$100,000 per year are predicted to more than double their numbers by 2013, especially those households with incomes between \$125,000 to \$149,999 a year, who are expected to roughly triple their numbers from 19,066 in 2008 to 49,099 in 2013 (a 157.52 percent increase).
- 14. Similarly, the number of Asian households with income of at least \$100,000 per year is projected to continue growing through 2013. In particular, households with annual incomes over \$200,000 are projected to record an increase from 26,745 in 2008 to 52,187 in 2013 (95.13 percent).
- 15. By ethnicity, Hispanic households with annual incomes of at least \$100,000 a year are also forecasted to report a significant increase, and, in most cases, will almost double their numbers during the period 2008-2013. Hispanic families with annual incomes between \$125,000 and \$149,999 are projected to record the largest increase, soaring from 42,612 in 2008 to 86,175 in 2013 (a 102.23 percent increase).
- 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 429.79 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 million is expected to increase from 116,149 in 2008 to 348,426 in 2013 (a 199.98 percent increase).

#### Moderate Increase in Population with Higher Education

17. The number of people older than 25 years of age who hold college degrees in Los Angeles-Long Beach-Santa Ana increased by 11.18 percent, from 1.31 million in 2000 to 1.46 million in 2008. This number is expected to grow at a lower pace by 2013 (3.31 percent). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 702,991 in 2000 to 770,768 in 2008 (a 9.64 percent increase) and it is forecasted that they will grow by 2.68 percent by the year 2013.

### **Strategic Considerations for Schools**

Given that the school population is projected to decline by 2013, independent schools in the Los Angeles-Long Beach-Santa Ana 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 do we need to attract to survive? Is that doable?
- Have we considered merging with another school? Should we consider going coed (for single-sex schools)? How will this affect our mission?
- How many students attending public schools can afford our school? Can we lure them away from the public system? How would we make our case?
- What is the typical profile of families in our school? Do we know why are they enrolling their children in our school?
- Can we work with the local businesses and the chamber of commerce to attract new families to the area?

#### **Responding to Racial/Ethnic Changes**

- Given the demographic changes, what percentage of students of color should the school aim for? How do our diversity numbers compare to those of this geographic region?
- What are the key characteristics that parents of color are looking for in a school? Does the school highlight these characteristics in its messages?
- What communication channels should the school use to reach out to the people of color in its community? Should the school include other languages in its communications with parents?
- Do we know why families of color who can afford our tuition are not enrolling their children in 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: <u>www.trendletter.com</u> and/or <u>www.hermangroup.com</u>. Also, the *NAIS Opinion Leaders' Survey* (free to browse at <u>www.nais.org</u> or buy in bulk to share) identifies what demographic, social, economic, political, scientific, and technological trends opinion leaders in education, business, and the media believe would have the greatest impact on independent education. This report also suggests actions that schools should consider now to successfully manage these important trends.
- 2. **Benchmarking** To gather data and conduct benchmark analysis, schools can participate in the StatsOnline<sup>5</sup> annual survey (<u>www.nais.org</u>) that collects data on admissions, annual giving, financial aid, financial operations, salaries, schools, students, staff, and tuition. Available tools include:
  - ✓ Benchmarking tools to create custom groups and reports based upon any of the survey variables.

<sup>&</sup>lt;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. <u>http://www.nais.org/resources/seriesdoc.cfm?ltemNumber=148270</u>.

<sup>&</sup>lt;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.



- ✓ Financing Schools Calculator to project budgets based on various preferred and possible scenarios to see the impact on the "bottom line" of changes in some of the variables.
- ✓ Executive Compensation Reports that you can provide to your board or compensation committee so they can either authorize or perform a comparative compensation study (of salary, other forms of compensation, and benefits) and create a documented "rebuttable presumption" of the reasonableness of the compensation (available only to heads and business managers).
- 3. **Market Research** The report, *Marketing Independent Schools to Generation X and Minority Parents* (free to download at <u>www.nais.org/go/advocacy</u>), provides information on the factors that are relevant to families of color and Generation X parents when selecting schools for their children. It also gives specific advice on which messages to consider when reaching out to particular groups of families. In addition, the *NAIS Public Opinion Poll* (free to download at <u>www.nais.org/go/advocacy</u>) provides information on characteristics the American public associates with a quality education and their perceptions of independent schools. The members-only version of the report also includes implications and recommendations for ways schools can communicate with constituents about the value of independent education.
- 4. Advocacy and Marketing NAIS has created several resources to help you in communicating with important constituents 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 <u>www.nais.org/go/advocacy</u>).
  - ✓ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at <u>www.nais.org/advocacy</u>).
  - ✓ *Communications Handbook* (free to download at www.nais.org/go/advocacy)
  - ✓ Parent Admission Brochure (view a sample as a pdf or purchase copies from the online bookstore at <u>http://transact.nais.org/Purchase/SearchCatalog.aspx</u>).



Female Population Age 5 to 9 Years	505,273	493,533	461,394	-2.32	-6.51
Female Population Age 10 to 13 Years	362,554	370,075	367,918	2.07	-0.58
Female Population Age 14 to 17 Years	341,683	350,186	346,334	2.49	-1.10
Population in School					
Nursery or Preschool	206,011	219,173	226,484	6.39	3.34
Kindergarten	216,597	239,301	235,139	10.48	-1.74
Grades 1 to 4	866,390	957,202	940,556	10.48	-1.74
Grades 5 to 8	777,399	880,401	914,439	13.25	3.87
Grades 9 to 12	740,050	845,295	873,527	14.22	3.34
Population in School by Gender					
Male Enrolled in School	1,439,062	1,641,520	1,672,521	14.07	1.89
Female Enrolled in School	1,367,385	1,499,851	1,517,624	9.69	1.18
Male Population in School by Grade					
Male Nursery or Preschool	105,468	115,404	120,214	9.42	4.17
Male Kindergarten	110,753	125,770	124,359	13.56	-1.12
Male Grades 1 to 4	443,011	503,081	497,436	13.56	-1.12
Male Grades 5 to 8	397,659	454,747	472,757	14.36	3.96
Male Grades 9 to 12	382,171	442,518	457,756	15.79	3.44
Female Population in School by Grade					
Female Nursery or Preschool	100,543	103,769	106,270	3.21	2.41
Female Kindergarten	105,845	113,530	110,780	7.26	-2.42
Female Grades 1 to 4	423,379	454,122	443,120	7.26	-2.42
Female Grades 5 to 8	379,740	425,653	441,682	12.09	3.77
Female Grades 9 to 12	357,879	402,777	415,772	12.55	3.23
Population in School					
Education, Total Enrollment (Pop 3+)	2,806,447	3,141,371	3,190,145	11.93	1.55
Education, Not Enrolled in School (Pop 3+)	8,021,576	8,237,332	8,399,045	2.69	1.96
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	368,822	429,434	431,089	16.43	0.39
Education, Enrolled Private Preprimary (Pop 3+)	93,237	114,505	119,762	22.81	4.59
Education, Enrolled Private Elementary or High School (Pop 3+)	275,585	314,929	311,327	14.28	-1.14

Education, Enrolled Public Schools (Pop 3+)	2,437,625	2,711,937	2,759,056	11.25	1.74
Education, Enrolled Public Preprimary (Pop 3+)	112,774	104,668	106,722	-7.19	1.96
Education, Enrolled Public Elementary or High School (Pop 3+)	2,324,851	2,607,269	2,652,334	12.15	1.73
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	189,063	224,763	226,634	18.88	0.83
Male Education, Enrolled Private Preprimary (Pop 3+)	47,733	60,292	63,567	26.31	5.43
Male Education, Enrolled Private Elementary or High School (Pop 3+)	141,330	164,471	163,067	16.37	-0.85
Male Education, Enrolled Public Schools (Pop 3+)	1,249,999	1,416,757	1,445,886	13.34	2.06
Male Education, Enrolled Public Preprimary (Pop 3+)	57,735	55,112	56,646	-4.54	2.78
Male Education, Enrolled Public Elementary or High School (Pop 3+)	1,192,264	1,361,644	1,389,240	14.21	2.03
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	179,759	204,671	204,455	13.86	-0.11
Female Education, Enrolled Private Preprimary (Pop 3+)	45,504	54,213	56,195	19.14	3.66
Female Education, Enrolled Private Elementary or High School (Pop 3+)	134,255	150,458	148,260	12.07	-1.46
Female Education, Enrolled Public Schools (Pop 3+)	1,187,626	1,295,180	1,313,170	9.06	1.39
Female Education, Enrolled Public Preprimary (Pop 3+)	55,039	49,556	50,076	-9.96	1.05
Female Education, Enrolled Public Elementary or High School (Pop 3+)	1,132,587	1,245,625	1,263,094	9.98	1.40
Population by Race					
White Population, Alone	6,481,714	6,048,375	5,617,169	-6.69	-7.13
Black Population, Alone	978,606	1,005,653	1,050,915	2.76	4.50
Asian Population, Alone	1,560,276	1,820,994	1,906,131	16.71	4.68
Other Population	3,345,031	4,025,032	4,525,285	20.33	12.43
Population by Ethnicity					
Hispanic Population	5,117,792	6,128,468	6,557,465	19.75	7.00
White Non-Hispanic Population	4,418,592	3,981,272	3,686,386	-9.90	-7.41
Population by Race As Percent of Total Population					
Percent of White Population, Alone	52.42	46.89	42.88	-10.55	-8.55
Percent of Black Population, Alone	7.91	7.80	8.02	-1.39	2.82

Percent of Asian Population, Alone	12.62	14.12	14.55	11.89	3.05
Percent of Other Population	27.05	31.20	34.55	15.34	10.74
Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	41.39	47.51	50.06	14.79	5.37
Percent of White Non-Hispanic Population	35.73	30.86	28.14	-13.63	-8.81
Educational Attainment					
Education Attainment, College (Pop 25+)	1,312,406	1,459,186	1,507,467	11.18	3.31
Education Attainment, Graduate Degree (Pop 25+)	702,991	770,768	791,438	9.64	2.68
Household Income					
Household Income, Median (\$)	46,566	54,745	71,091	17.56	29.86
Household Income, Average (\$)	65,435	79,182	106,788	21.01	34.86
Households by Income					
Households with Income Less than \$25,000	1,089,461	992,641	751,584	-8.89	-24.28
Households with Income \$25,000 to \$49,999	1,084,964	1,020,606	875,236	-5.93	-14.24
Households with Income \$50,000 to \$74,999	754,204	751,209	718,477	-0.40	-4.36
Households with Income \$75,000 to \$99,999	448,980	531,606	674,531	18.40	26.89
Households with Income \$100,000 to \$124,999	265,406	347,431	484,277	30.91	39.39
Households with Income \$125,000 to \$149,999	140,900	227,086	349,579	61.17	53.94
Households with Income \$150,000 to \$199,999	132,042	188,715	246,300	42.92	30.51
Households with Income \$200,000 and Over	153,104	252,340	365,920	64.82	45.01
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	35,050	42,619	57,004	21.59	33.75
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	38,003	45,568	60,196	19.91	32.10
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	27,280	33,530	46,820	22.91	39.64
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	25,969	32,193	44,725	23.97	38.93
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	18,850	28,491	42,509	51.15	49.20
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	20,438	30,462	44,890	49.05	47.36
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	14,671	22,415	34,914	52.78	55.76

Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	13,966	21,521	33,352	54.10	54.97
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	17,740	23,885	30,886	34.64	29.31
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	19,235	25,538	32,616	32.77	27.72
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	13,807	18,791	25,368	36.10	35.00
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	13,144	18,042	24,233	37.26	34.31
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	11,584	18,281	25,850	57.81	41.40
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	12,559	19,546	27,297	55.63	39.66
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	9,015	14,382	21,231	59.53	47.62
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	8,582	13,809	20,282	60.91	46.88
Families with one or more children aged 0-4 and Income \$350,000 and over	8,670	14,042	20,259	61.96	44.27
Families with one or more children aged 5-9 and Income \$350,000 and over	9,400	15,014	21,393	59.72	42.49
Families with one or more children aged 10-13 and Income \$350,000 and over	6,748	11,047	16,640	63.71	50.63
Families with one or more children aged 14-17 and Income \$350,000 and over	6,424	10,607	15,895	65.12	49.85
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	1,236,901	614,578	313,410	-50.31	-49.00
Housing, Owner Households Valued \$250,000-\$299,999	226,334	407,695	202,154	80.13	-50.42
Housing, Owner Households Valued \$300,000-\$399,999	255,762	220,737	357,961	-13.69	62.17
Housing, Owner Households Valued \$400,000-\$499,999	131,315	455,691	343,271	247.02	-24.67
Housing, Owner Households Valued \$500,000-\$749,999	126,907	192,600	371,536	51.76	92.91
Housing, Owner Households Valued \$750,000-\$999,999	48,589	257,418	447,533	429.79	73.85
Housing, Owner Households Valued More than \$1,000,000	49,169	116,149	348,426	136.22	199.98
Households by Length of Residence					
Length of Residence Less than 2 Years	242,855	315,754	365,376	30.02	15.72
Length of Residence 3 to 5 Years	364,283	473,631	548,064	30.02	15.72
Length of Residence 6 to 10 Years	1,239,171	1,309,865	1,356,269	5.70	3.54
Length of Residence More than 10 Years	2,222,752	2,212,384	2,196,195	-0.47	-0.73
Households by Race and Income					

White Households by Income					
White Households with Income Less than \$25,000	554,248	405,221	275,495	-26.89	-32.01
White Households with Income \$25,000 to \$49,999	610,764	477,875	361,970	-21.76	-24.25
White Households with Income \$50,000 to \$74,999	463,925	401,330	336,822	-13.49	-16.07
White Households with Income \$75,000 to \$99,999	297,833	322,168	342,497	8.17	6.31
White Households with Income \$100,000 to \$124,999	187,500	228,636	270,210	21.94	18.18
White Households with Income \$125,000 to \$149,999	103,353	161,146	217,290	55.92	34.84
White Households with Income \$150,000 to \$199,999	101,721	140,049	170,619	37.68	21.83
White Households with Income \$200,000 and Over	125,846	203,214	273,853	61.48	34.76
Black Households by Income					
Black Households with Income Less than \$25,000	142,433	121,312	109,617	-14.83	-9.64
Black Households with Income \$25,000 to \$49,999	102,005	93,102	92,797	-8.73	-0.33
Black Households with Income \$50,000 to \$74,999	59,160	63,801	67,980	7.84	6.55
Black Households with Income \$75,000 to \$99,999	29,800	44,290	61,498	48.62	38.85
Black Households with Income \$100,000 to \$124,999	13,651	26,242	38,681	92.24	47.40
Black Households with Income \$125,000 to \$149,999	6,489	13,982	19,748	115.47	41.24
Black Households with Income \$150,000 to \$199,999	5,000	8,699	10,594	73.98	21.78
Black Households with Income \$200,000 and Over	4,657	9,382	12,276	101.46	30.85
Asian Households by Income					
Asian Households with Income Less than \$25,000	123,620	133,417	102,496	7.93	-23.18
Asian Households with Income \$25,000 to \$49,999	115,554	125,256	105,220	8.40	-16.00
Asian Households with Income \$50,000 to \$74,999	93,245	105,421	90,566	13.06	-14.09
Asian Households with Income \$75,000 to \$99,999	59,856	77,694	104,131	29.80	34.03
Asian Households with Income \$100,000 to \$124,999	37,169	51,778	81,381	39.30	57.17
Asian Households with Income \$125,000 to \$149,999	18,891	32,892	63,442	74.11	92.88
Asian Households with Income \$150,000 to \$199,999	17,046	27,038	40,411	58.62	49.46
Asian Households with Income \$200,000 and Over	14,055	26,745	52,187	90.29	95.13
Other Households by Income					
Other Households with Income Less than \$25,000	269,160	332,691	263,976	23.60	-20.65
Other Households with Income \$25,000 to \$49,999	256,641	324,373	315,249	26.39	-2.81
Other Households with Income \$50,000 to \$74,999	137,874	180,657	223,109	31.03	23.50
Other Households with Income \$75,000 to \$99,999	61,491	87,454	166,405	42.22	90.28
Other Households with Income \$100,000 to \$124,999	27,086	40,775	94,005	50.54	130.55

Other Households with Income \$125,000 to \$149,999	12,167	19,066	49,099	56.70	157.52
Other Households with Income \$150,000 to \$199,999	8,275	12,929	24,676	56.24	90.86
Other Households with Income \$200,000 and Over	8,546	12,999	27,604	52.11	112.35
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	400,948	460,680	384,184	14.90	-16.61
Hispanic Households with Income \$25,000 to \$49,999	396,285	489,446	494,467	23.51	1.03
Hispanic Households with Income \$50,000 to \$74,999	212,841	294,265	355,642	38.26	20.86
Hispanic Households with Income \$75,000 to \$99,999	97,211	170,100	279,763	74.98	64.47
Hispanic Households with Income \$100,000 to \$124,999	42,891	86,835	160,014	102.46	84.27
Hispanic Households with Income \$125,000 to \$149,999	18,291	42,612	86,175	132.97	102.23
Hispanic Households with Income \$150,000 to \$199,999	13,226	27,415	41,783	107.28	52.41
Hispanic Households with Income \$200,000 and Over	12,588	26,125	44,137	107.54	68.95
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	389,509	277,337	184,058	-28.80	-33.63
White Non-Hispanic Households with Income \$25,000 to \$49,999	449,593	331,367	232,952	-26.30	-29.70
White Non-Hispanic Households with Income \$50,000 to \$74,999	374,817	300,471	234,767	-19.84	-21.87
White Non-Hispanic Households with Income \$75,000 to \$99,999	253,086	247,641	249,054	-2.15	0.57
White Non-Hispanic Households with Income \$100,000 to \$124,999	165,905	180,641	204,791	8.88	13.37
White Non-Hispanic Households with Income \$125,000 to \$149,999	93,342	129,982	173,547	39.25	33.52
White Non-Hispanic Households with Income \$150,000 to \$199,999	93,635	117,470	142,653	25.46	21.44
White Non-Hispanic Households with Income \$200,000 and Over	117,662	174,393	236,603	48.22	35.67

#### 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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