

# THE NAIS DEMOGRAPHIC CENTER

## 2009 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](http://www.nais.org/go/demographics).*

### Key Findings

#### School Age Population

1. During 2000-2009, the metropolitan area of Los Angeles-Long Beach-Santa Ana reported a decrease in the number of households with children of school age from 1,657,312 to 1,611,672 (2.75 percent). Furthermore, their numbers are expected to grow by 2.56 percent during the next five years, totaling 1,652,871 in 2014.
2. The school age population group is also expected to decrease through 2014. After recording a growth rate of 3.59 percent during the period 2000-2009, the school population age 0 to 17 years is projected to drop slightly by 0.58 percent from 3,559,875 in 2009 to 3,539,264 in 2014.
3. By gender, the female school age population is expected to decrease (1.33 percent) by the year 2014, from 1,700,811 to 1,678,189, while the male school population is predicted to grow slightly by 0.11 percent, from 1,859,064 in 2009 to 1,861,075 in 2014.

#### Number of Children

4. By age and gender, the largest declines are projected in the number of girls age five to nine years, from 499,903 in 2009 to 480,509 in 2014 (3.88 percent), and boys in the same age group, from 551,622 in 2009 to 542,687 in 2014 (1.62 percent). In contrast, the largest growth rate is expected for boys younger than five years of age, from 526,385 in 2009 to 534,490 in 2014 (1.54 percent).
5. In absolute numbers, the largest group in 2009 was children between five and nine years old, at 1,033,975, followed by children younger than five years old, at 953,645. While both groups recorded the highest percent increases during 2000-2009, at 1.70 percent and 5.31 percent, respectively, the second group is predicted to continue growing at a rate of 0.58 percent, reaching 1,010,134 by 2014.

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

6. Given the previous findings, the kindergarten population and the population in grades one to four are expected to decrease by 0.06 percent each between 2009 and 2014, while nursery or preschool is expected to grow by 4.77 percent (from 224,067 in 2009 to 234,759 in 2014). When broken down by gender, the number of girls and boys attending nursery or preschool are projected to rise by 3.68 percent and 5.77 percent, respectively, during the period 2009-2014.

### **Enrollment in Private Schools**

7. The population enrolled in private schools grew by more than 16 percent during 2000-2009; however, this growth rate is expected to increase slightly by 1.43 in 2014 (from 428,057 in 2009 to 434,186 in 2014). Likewise, while total public school enrollment grew during 2000-2009 by 12.13 percent (in spite of the fall of public preprimary by 7.10 percent during the same period), it is projected to continue growing at a lower rate of 1.93 percent, between 2009 and 2014.
8. By gender during 2009-2014, male preprimary enrollment in private schools is anticipated to grow by 8.60 percent (from 62,534 in 2009 to 67,913 in 2014); while the female preprimary enrollment is expected grow by 6.46 percent (from 56,771 in 2009 to 60,436 in 2014). Further, the anticipated male and female enrollment growth rates for elementary and high school are decreases of 0.36 percent and 1.58 percent, respectively.

### **Population by Race and Ethnicity**

9. By race and ethnicity, the principal changes in the Los Angeles-Long Beach-Santa Ana area are the declining numbers of the white population, while Hispanics, Asians, and 'Other'<sup>3</sup> population, have increased during the years 2000-2009 at 22.62 percent, 17.82 percent, and 22.38 percent, respectively.
10. While the white population still represents 46 percent of the total population, it is expected to decrease significantly, from 5,966,769 in 2009 to 5,571,811 in 2014 (6.62 percent). On the contrary, minority groups are predicted to continue increasing between 2009 and 2014, especially the Hispanic population, which is forecasted to grow from 6,275,378 in 2009 to 6,725,005 in 2014 (7.16 percent).

### **Numbers of Affluent Families**

11. The number of families with school age children and incomes of at least \$100,000 per year is predicted to increase throughout 2014. In particular, families with children younger than five years old and incomes between \$125,000 and \$149,999 per year are expected to increase from 31,083 in 2009 to 41,852 in 2014 (34.65 percent), followed by families in the same income level and with children between 10 and 13 years old, who are expected to increase from 23,740 in 2009 to 31,838 in 2014 (34.11 percent).

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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.

12. The number of African American households with incomes of at least \$100,000 per year is projected to continue growing through 2014. In particular, households with annual incomes between \$125,000 and \$149,999 per year are projected to record an increase of 33.28 percent, from 25,094 in 2009 to 33,445 in 2014. A similar trend is expected for Asian households with incomes of at least \$100,000 per year. The highest growth rate is projected for Asian households with annual incomes between \$125,000 and \$149,999 per year at 69.64 percent, from 35,160 in 2009 to 59,644 in 2014.
13. Although their numbers are not that large, ‘Other households’ with annual incomes of at least \$100,000 per year are also predicted to more than double their numbers by 2014, especially those households with incomes between \$125,000 and \$149,999 per year, who are expected to increase from 23,003 in 2009 to 46,123 in 2014 (100.51 percent).
14. Likewise, Hispanic households with annual incomes of at least \$100,000 per year are forecasted to expand. For example, Hispanic families with annual incomes between \$125,000 and \$149,999 per year are projected to soar from 48,055 in 2009 to 78,126 in 2014 (62.58 percent).
15. In general, the number of households with homes valued over \$500,000 reported record growth numbers during the period 2000-2009. In particular, the number of households with homes valued between \$750,000 and \$999,999 increased by 258.92 percent during this period. A positive trend is projected to continue through 2014. For instance, the number of owner households with homes valued between \$500,000 and \$749,999 is expected to increase from 148,196 in 2009 to 193,378 in 2014 (30.49 percent).

### **Population with Higher Education**

16. The number of people older than 25 years of age who hold college degrees in the Los Angeles-Long Beach-Santa Ana area increased by 12.67 percent, from 1,312,406 in 2000 to 1,478,724 in 2009. This number is expected to grow by 2014 (4.59 percent increase). 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 767,109 in 2009 (9.12 percent), and it is forecasted that their numbers will grow by 3.21 percent by the year 2014.

## Strategic Considerations for Schools

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

### Responding to Racial/Ethnic Changes

- Given the demographic changes, what percentage of students of color should the school aim for? How do our diversity numbers compare to those of this geographic region?

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

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

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

### **Financial Considerations**

- What financial planning do we need to do to help us weather the downturn?
- If our school is facing high demand, what financial planning do we need 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 revenue? 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,

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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>.

economic, political, scientific, and technological trends opinion leaders in education, business, and the media believe will have the greatest impact on independent education in the future. This report also suggests actions that schools should consider now to successfully manage these important trends.

2. **Benchmarking** — To gather data and conduct benchmark analysis, schools can participate in the StatsOnline<sup>5</sup> annual survey ([www.nais.org/go/statsonline](http://www.nais.org/go/statsonline)) that collects data on admissions, annual giving, financial aid, financial operations, salaries, schools, students, staff, and tuition. Available tools include:
  - ✓ **Benchmarking tools** to create custom groups and reports based upon any of the survey variables.
  - ✓ **Financing Schools Calculator** to project budgets based on various preferred and possible scenarios to see the impact on the "bottom line" of changes in some of the variables.
  - ✓ **Executive Compensation Reports** that you can provide to your board or compensation committee so they can either authorize or perform a comparative compensation study (of salary, other forms of compensation, and benefits) and create a documented "rebuttable presumption" of the reasonableness of the compensation (available only to heads and business managers).
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/go/advocacy](http://www.nais.org/go/advocacy)).

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



- ✓ *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>).

5. **Financial Sustainability** — NAIS believes that schools need to work toward financial sustainability by becoming more efficient and strategic financially to ensure long-term viability. As part of NAIS's Sustainability Initiative ([www.nais.org/sustainableschools/](http://www.nais.org/sustainableschools/)), we have assembled below articles, presentations, and reports on admission-marketing, development, leadership, communications, and finance topics, all related to financial sustainability.

**ADMISSION AND MARKETING**

- ✓ [Parents Views on Independent Schools under the Current Economic Situation.](#)
- ✓ [Demography and the Economy](#)
- ✓ [AdmissionQuest's podcast: Exploring School Sustainability Directions & Ideas with Patrick Bassett](#)
- ✓ [Admission Trends, Families, and the School Search](#)
- ✓ [Enrollment Dilemmas, Part I and Part II](#)
- ✓ [Sticky Messages](#)
- ✓ [\*Net Tuition Revenue Management: The Why, When, and How\*, NAIS Leadership Series \(Article 2009\)](#)
- ✓ [\*Enrollment and Marketing Considerations in a Tight Financial Market\*, NAIS Leadership Series \(Article 2009\)](#)



## EASI NAIS Detailed Trend Report & Analysis - 2009

CBSA Name: Los Angeles-Long Beach-Santa Ana, CA

CBSA Code: 31100

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

State Name: California

Dominant Profile: ASIAN\_LANG

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Description	2000	2009	2014	% Growth (2000-2009)	% Growth Forecast (2009-2014)
Total Population and Households					
Population	12,365,627	12,900,126	13,134,500	4.32	1.82
Households	4,069,061	4,298,353	4,370,570	5.64	1.68
Households with School Age Population					
Households with Children Age 0 to 17 Years	1,657,312	1,611,672	1,652,871	-2.75	2.56
Percent of Households with Children Age 0 to 17 Years	40.73	37.50	37.82	-7.93	0.85
School Age Population					
Population Age 0 to 17 Years	3,436,395	3,559,875	3,539,264	3.59	-0.58
Population Age 0 to 4 Years	953,645	1,004,264	1,010,134	5.31	0.58
Population Age 5 to 9 Years	1,033,975	1,051,525	1,023,196	1.70	-2.69
Population Age 10 to 13 Years	742,217	767,039	768,443	3.34	0.18
Population Age 14 to 17 Years	706,558	737,047	737,491	4.32	0.06
School Age Population by Gender					
Male Population Age 0 to 17 Years	1,761,463	1,859,064	1,861,075	5.54	0.11
Female Population Age 0 to 17 Years	1,674,932	1,700,811	1,678,189	1.55	-1.33
Male School Age Population by Age					
Male Population Age 0 to 4 Years	488,223	526,385	534,490	7.82	1.54
Male Population Age 5 to 9 Years	528,702	551,622	542,687	4.34	-1.62
Male Population Age 10 to 13 Years	379,662	395,798	397,390	4.25	0.40
Male Population Age 14 to 17 Years	364,876	385,259	386,508	5.59	0.32
Female School Age Population by Age					
Female Population Age 0 to 4 Years	465,422	477,879	475,644	2.68	-0.47
Female Population Age 5 to 9 Years	505,273	499,903	480,509	-1.06	-3.88



<b>Female Population Age 10 to 13 Years</b>	362,554	371,241	371,054	2.40	-0.05
<b>Female Population Age 14 to 17 Years</b>	341,683	351,788	350,982	2.96	-0.23
<b>Population in School</b>					
<b>Nursery or Preschool</b>	206,011	224,067	234,759	8.76	4.77
<b>Kindergarten</b>	216,597	241,709	241,567	11.59	-0.06
<b>Grades 1 to 4</b>	866,390	966,837	966,267	11.59	-0.06
<b>Grades 5 to 8</b>	777,399	881,579	907,110	13.40	2.90
<b>Grades 9 to 12</b>	740,050	847,108	870,572	14.47	2.77
<b>Population in School by Gender</b>					
<b>Male Enrolled in School</b>	1,439,062	1,649,129	1,690,187	14.60	2.49
<b>Female Enrolled in School</b>	1,367,385	1,512,172	1,530,088	10.59	1.18
<b>Male Population in School by Grade</b>					
<b>Male Nursery or Preschool</b>	105,468	117,445	124,218	11.36	5.77
<b>Male Kindergarten</b>	110,753	126,799	128,123	14.49	1.04
<b>Male Grades 1 to 4</b>	443,011	507,195	512,493	14.49	1.04
<b>Male Grades 5 to 8</b>	397,659	454,902	469,099	14.39	3.12
<b>Male Grades 9 to 12</b>	382,171	442,788	456,255	15.86	3.04
<b>Female Population in School by Grade</b>					
<b>Female Nursery or Preschool</b>	100,543	106,622	110,541	6.05	3.68
<b>Female Kindergarten</b>	105,845	114,910	113,444	8.56	-1.28
<b>Female Grades 1 to 4</b>	423,379	459,642	453,774	8.57	-1.28
<b>Female Grades 5 to 8</b>	379,740	426,677	438,011	12.36	2.66
<b>Female Grades 9 to 12</b>	357,879	404,320	414,318	12.98	2.47
<b>Population in School</b>					
<b>Education, Total Enrollment (Pop 3+)</b>	2,806,447	3,161,301	3,220,275	12.64	1.87
<b>Education, Not Enrolled in School (Pop 3+)</b>	8,021,576	8,198,889	8,355,331	2.21	1.91
<b>Population in Public vs Private School</b>					
<b>Education, Enrolled Private Schools (Pop 3+)</b>	368,822	428,057	434,186	16.06	1.43
<b>Education, Enrolled Private Preprimary (Pop 3+)</b>	93,237	119,305	128,349	27.96	7.58
<b>Education, Enrolled Private Elementary or High School (Pop 3+)</b>	275,585	308,752	305,837	12.04	-0.94
<b>Education, Enrolled Public Schools (Pop 3+)</b>	2,437,625	2,733,244	2,786,089	12.13	1.93
<b>Education, Enrolled Public Preprimary (Pop 3+)</b>	112,774	104,762	106,410	-7.10	1.57

<b>Education, Enrolled Public Elementary or High School (Pop 3+)</b>	2,324,851	2,628,482	2,679,679	13.06	1.95
<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>	189,063	223,539	228,331	18.24	2.14
<b>Male Education, Enrolled Private Preprimary (Pop 3+)</b>	47,733	62,534	67,913	31.01	8.60
<b>Male Education, Enrolled Private Elementary or High School (Pop 3+)</b>	141,330	161,005	160,418	13.92	-0.36
<b>Male Education, Enrolled Public Schools (Pop 3+)</b>	1,249,999	1,425,590	1,461,856	14.05	2.54
<b>Male Education, Enrolled Public Preprimary (Pop 3+)</b>	57,735	54,911	56,304	-4.89	2.54
<b>Male Education, Enrolled Public Elementary or High School (Pop 3+)</b>	1,192,264	1,370,679	1,405,551	14.96	2.54
<b>Female Population in Public vs Private School</b>					
<b>Female Education, Enrolled Private Schools (Pop 3+)</b>	179,759	204,518	205,855	13.77	0.65
<b>Female Education, Enrolled Private Preprimary (Pop 3+)</b>	45,504	56,771	60,436	24.76	6.46
<b>Female Education, Enrolled Private Elementary or High School (Pop 3+)</b>	134,255	147,747	145,419	10.05	-1.58
<b>Female Education, Enrolled Public Schools (Pop 3+)</b>	1,187,626	1,307,654	1,324,233	10.11	1.27
<b>Female Education, Enrolled Public Preprimary (Pop 3+)</b>	55,039	49,851	50,106	-9.43	0.51
<b>Female Education, Enrolled Public Elementary or High School (Pop 3+)</b>	1,132,587	1,257,803	1,274,128	11.06	1.30
<b>Population by Race</b>					
<b>White Population, Alone</b>	6,481,714	5,966,769	5,571,811	-7.94	-6.62
<b>Black Population, Alone</b>	978,606	1,001,324	1,045,763	2.32	4.44
<b>Asian Population, Alone</b>	1,560,276	1,838,278	1,922,835	17.82	4.60
<b>Other Population</b>	3,345,031	4,093,755	4,594,091	22.38	12.22
<b>Population by Ethnicity</b>					
<b>Hispanic Population</b>	5,117,792	6,275,378	6,725,005	22.62	7.16
<b>White Non-Hispanic Population</b>	4,418,592	3,885,238	3,645,025	-12.07	-6.18
<b>Population by Race As Percent of Total Population</b>					
<b>Percent of White Population, Alone</b>	52.42	46.25	42.42	-11.77	-8.28
<b>Percent of Black Population, Alone</b>	7.91	7.76	7.96	-1.90	2.58
<b>Percent of Asian Population, Alone</b>	12.62	14.25	14.64	12.92	2.74

<b>Percent of Other Population</b>	27.05	31.73	34.98	17.30	10.24
<b>Population by Ethnicity As Percent of Total Population</b>					
<b>Percent of Hispanic Population</b>	41.39	48.65	51.20	17.54	5.24
<b>Percent of White Non-Hispanic Population</b>	35.73	30.12	27.75	-15.70	-7.87
<b>Educational Attainment</b>					
<b>Education Attainment, College (Pop 25+)</b>	1,312,406	1,478,724	1,546,563	12.67	4.59
<b>Education Attainment, Graduate Degree (Pop 25+)</b>	702,991	767,109	791,756	9.12	3.21
<b>Household Income</b>					
<b>Household Income, Median (\$)</b>	46,566	57,032	68,483	22.48	20.08
<b>Household Income, Average (\$)</b>	65,435	83,056	103,068	26.93	24.09
<b>Households by Income</b>					
<b>Households with Income Less than \$25,000</b>	1,089,461	956,365	787,002	-12.22	-17.71
<b>Households with Income \$25,000 to \$49,999</b>	1,084,964	985,630	875,028	-9.16	-11.22
<b>Households with Income \$50,000 to \$74,999</b>	754,204	736,559	707,739	-2.34	-3.91
<b>Households with Income \$75,000 to \$99,999</b>	448,980	540,606	633,740	20.41	17.23
<b>Households with Income \$100,000 to \$124,999</b>	265,406	361,023	452,469	36.03	25.33
<b>Households with Income \$125,000 to \$149,999</b>	140,900	244,529	328,134	73.55	34.19
<b>Households with Income \$150,000 to \$199,999</b>	132,042	199,926	236,224	51.41	18.16
<b>Households with Income \$200,000 and Over</b>	153,104	273,715	350,234	78.78	27.96
<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>	35,050	44,721	55,800	27.59	24.77
<b>Families with one or more children aged 5-9 and Income \$100,000 to \$124,999</b>	38,003	46,826	56,522	23.22	20.71
<b>Families with one or more children aged 10-13 and Income \$100,000 to \$124,999</b>	27,280	34,157	42,449	25.21	24.28
<b>Families with one or more children aged 14-17 and Income \$100,000 to \$124,999</b>	25,969	32,822	40,739	26.39	24.12
<b>Families with one or more children aged 0-4 and Income \$125,000 to \$149,999</b>	18,850	31,083	41,852	64.90	34.65
<b>Families with one or more children aged 5-9 and Income \$125,000 to \$149,999</b>	20,438	32,545	42,393	59.24	30.26
<b>Families with one or more children aged 10-13 and Income \$125,000 to \$149,999</b>	14,671	23,740	31,838	61.82	34.11
<b>Families with one or more children aged 14-17 and Income \$125,000 to \$149,999</b>	13,966	22,812	30,556	63.34	33.95

<b>Families with one or more children aged 0-4 and Income \$150,000 to \$199,999</b>	17,740	25,606	30,987	44.34	21.01
<b>Families with one or more children aged 5-9 and Income \$150,000 to \$199,999</b>	19,235	26,811	31,387	39.39	17.07
<b>Families with one or more children aged 10-13 and Income \$150,000 to \$199,999</b>	13,807	19,557	23,573	41.65	20.53
<b>Families with one or more children aged 14-17 and Income \$150,000 to \$199,999</b>	13,144	18,792	22,623	42.97	20.39
<b>Families with one or more children aged 0-4 and Income \$200,000 to \$349,999</b>	11,584	20,354	25,929	75.71	27.39
<b>Families with one or more children aged 5-9 and Income \$200,000 to \$349,999</b>	12,559	21,312	26,265	69.70	23.24
<b>Families with one or more children aged 10-13 and Income \$200,000 to \$349,999</b>	9,015	15,546	19,725	72.45	26.88
<b>Families with one or more children aged 14-17 and Income \$200,000 to \$349,999</b>	8,582	14,938	18,931	74.06	26.73
<b>Families with one or more children aged 0-4 and Income \$350,000 and over</b>	8,670	15,503	20,299	78.81	30.94
<b>Families with one or more children aged 5-9 and Income \$350,000 and over</b>	9,400	16,233	20,562	72.69	26.67
<b>Families with one or more children aged 10-13 and Income \$350,000 and over</b>	6,748	11,841	15,442	75.47	30.41
<b>Families with one or more children aged 14-17 and Income \$350,000 and over</b>	6,424	11,378	14,820	77.12	30.25
<b>Households by Home Value</b>					
<b>Housing, Owner Households Valued Less than \$250,000</b>	1,236,901	837,618	685,108	-32.28	-18.21
<b>Housing, Owner Households Valued \$250,000- \$299,999</b>	226,334	391,965	360,497	73.18	-8.03
<b>Housing, Owner Households Valued \$300,000- \$399,999</b>	255,762	214,411	260,649	-16.17	21.57
<b>Housing, Owner Households Valued \$400,000- \$499,999</b>	131,315	364,640	387,428	177.68	6.25
<b>Housing, Owner Households Valued \$500,000- \$749,999</b>	126,907	148,196	193,378	16.78	30.49
<b>Housing, Owner Households Valued \$750,000- \$999,999</b>	48,589	174,396	217,101	258.92	24.49
<b>Housing, Owner Households Valued More than \$1,000,000</b>	49,169	74,419	100,723	51.35	35.35
<b>Households by Length of Residence</b>					
<b>Length of Residence Less than 2 Years</b>	242,855	860,448	1,196,635	254.31	39.07
<b>Length of Residence 3 to 5 Years</b>	364,283	1,290,672	1,794,952	254.30	39.07
<b>Length of Residence 6 to 10 Years</b>	1,239,171	1,231,858	1,210,974	-0.59	-1.70
<b>Length of Residence More than 10 Years</b>	2,222,752	915,375	168,009	-58.82	-81.65

<b>Households by Race and Income</b>					
<b>White Households by Income</b>					
<b>White Households with Income Less than \$25,000</b>	554,248	368,321	275,781	-33.55	-25.12
<b>White Households with Income \$25,000 to \$49,999</b>	610,764	439,999	353,301	-27.96	-19.70
<b>White Households with Income \$50,000 to \$74,999</b>	463,925	379,240	327,300	-18.25	-13.70
<b>White Households with Income \$75,000 to \$99,999</b>	297,833	320,252	324,313	7.53	1.27
<b>White Households with Income \$100,000 to \$124,999</b>	187,500	234,252	255,288	24.93	8.98
<b>White Households with Income \$125,000 to \$149,999</b>	103,353	173,003	205,338	67.39	18.69
<b>White Households with Income \$150,000 to \$199,999</b>	101,721	146,195	163,160	43.72	11.60
<b>White Households with Income \$200,000 and Over</b>	125,846	219,449	261,457	74.38	19.14
<b>Black Households by Income</b>					
<b>Black Households with Income Less than \$25,000</b>	142,433	120,767	116,641	-15.21	-3.42
<b>Black Households with Income \$25,000 to \$49,999</b>	102,005	91,710	91,536	-10.09	-0.19
<b>Black Households with Income \$50,000 to \$74,999</b>	59,160	62,424	66,953	5.52	7.26
<b>Black Households with Income \$75,000 to \$99,999</b>	29,800	42,521	52,504	42.69	23.48
<b>Black Households with Income \$100,000 to \$124,999</b>	13,651	25,094	33,445	83.83	33.28
<b>Black Households with Income \$125,000 to \$149,999</b>	6,489	13,363	17,029	105.93	27.43
<b>Black Households with Income \$150,000 to \$199,999</b>	5,000	8,554	9,553	71.08	11.68
<b>Black Households with Income \$200,000 and Over</b>	4,657	9,040	11,289	94.12	24.88
<b>Asian Households by Income</b>					
<b>Asian Households with Income Less than \$25,000</b>	123,620	129,669	107,030	4.89	-17.46
<b>Asian Households with Income \$25,000 to \$49,999</b>	115,554	120,582	103,565	4.35	-14.11
<b>Asian Households with Income \$50,000 to \$74,999</b>	93,245	103,483	91,091	10.98	-11.97
<b>Asian Households with Income \$75,000 to \$99,999</b>	59,856	78,694	100,655	31.47	27.91
<b>Asian Households with Income \$100,000 to \$124,999</b>	37,169	53,993	76,829	45.26	42.29
<b>Asian Households with Income \$125,000 to \$149,999</b>	18,891	35,160	59,644	86.12	69.64
<b>Asian Households with Income \$150,000 to \$199,999</b>	17,046	29,341	38,935	72.13	32.70
<b>Asian Households with Income \$200,000 and Over</b>	14,055	29,829	50,114	112.23	68.00
<b>Other Households by Income</b>					
<b>Other Households with Income Less than \$25,000</b>	269,160	337,608	287,550	25.43	-14.83
<b>Other Households with Income \$25,000 to \$49,999</b>	256,641	333,339	326,626	29.89	-2.01
<b>Other Households with Income \$50,000 to \$74,999</b>	137,874	191,412	222,395	38.83	16.19
<b>Other Households with Income \$75,000 to \$99,999</b>	61,491	99,139	156,268	61.23	57.63
<b>Other Households with Income \$100,000 to \$124,999</b>	27,086	47,684	86,907	76.05	82.26

Other Households with Income \$125,000 to \$149,999	12,167	23,003	46,123	89.06	100.51
Other Households with Income \$150,000 to \$199,999	8,275	15,836	24,576	91.37	55.19
Other Households with Income \$200,000 and Over	8,546	15,397	27,374	80.17	77.79
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	400,948	452,319	419,147	12.81	-7.33
Hispanic Households with Income \$25,000 to \$49,999	396,285	487,176	503,763	22.94	3.40
Hispanic Households with Income \$50,000 to \$74,999	212,841	300,688	350,950	41.27	16.72
Hispanic Households with Income \$75,000 to \$99,999	97,211	181,892	255,722	87.11	40.59
Hispanic Households with Income \$100,000 to \$124,999	42,891	95,267	144,257	122.11	51.42
Hispanic Households with Income \$125,000 to \$149,999	18,291	48,055	78,126	162.72	62.58
Hispanic Households with Income \$150,000 to \$199,999	13,226	29,858	39,320	125.75	31.69
Hispanic Households with Income \$200,000 and Over	12,588	29,065	42,191	130.89	45.16
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	389,509	253,443	185,720	-34.93	-26.72
White Non-Hispanic Households with Income \$25,000 to \$49,999	449,593	304,957	231,948	-32.17	-23.94
White Non-Hispanic Households with Income \$50,000 to \$74,999	374,817	283,261	232,621	-24.43	-17.88
White Non-Hispanic Households with Income \$75,000 to \$99,999	253,086	246,014	240,216	-2.79	-2.36
White Non-Hispanic Households with Income \$100,000 to \$124,999	165,905	185,750	197,352	11.96	6.25
White Non-Hispanic Households with Income \$125,000 to \$149,999	93,342	140,709	166,158	50.75	18.09
White Non-Hispanic Households with Income \$150,000 to \$199,999	93,635	124,006	137,451	32.44	10.84
White Non-Hispanic Households with Income \$200,000 and Over	117,662	190,775	227,619	62.14	19.31

**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 1/1/2009 unless otherwise stated.

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