

THE NAIS DEMOGRAPHIC CENTER Metropolitan Area Reports

CBSA¹: New York-Northern New Jersey-Long Island, NY-NJ-PA²

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, the metropolitan area of New York-Northern New Jersey-Long Island reported declining numbers of households with children of school age from 2.38 million to 2.25 million (5.34 percent decrease). However, this number is expected to grow by 4.19 percent during the next five years, totaling 2.35 million in 2013.
- 2. All school age population groups are expected to diminish in absolute numbers during the next five years. After recording a minor growth rate of 0.50 percent during the period 2000-2008, the population of children between age zero and 17 years is projected to decline by 4.07 percent from 4.54 million in 2008 to 4.35 million in 2013.
- 3. By gender, the female school age population is expected to drop by 4.85 percent by the year 2013, from 2.17 million to 2.06 million, while the male school population is predicted to drop by 3.35 percent from 2.36 million in 2008 to 2.28 million in 2013.

Declining Numbers of Younger Children

4. In absolute numbers, the largest group in 2008 was children between zero and four years old at 1,275,641; Children between five to nine years old was the only group that recorded a decline (-4.18 percent) between 2000 and 2008. By 2013, this decline trend will continue and children between five and nine years old are expected to drop by 9.01 percent. This age group will become the second largest group at 1,143,879, after children younger than five years old at 1,275,641.

¹ CBSAs are Core Based Statistical Areas, a new census geographic area stemming from the results of the Census 2000. CBSAs combine both Metropolitan Areas (formerly MSAs) and new Micropolitan Areas.

² This CBSA area includes the following counties: Bergen, NJ 34003; Essex, NJ 34013; Hudson, NJ 34017; Hunterdon, NJ 34019; Middlesex, NJ 34023; Monmouth, NJ 34025; Morris, NJ 34027; Ocean, NJ 34029; Passaic, NJ 34031;

Somerset, NJ 34035; Sussex, NJ 34037; Union, NJ 34039; Bronx, NY 36005; Kings, NY 36047; Nassau, NY 36059; New York, NY 36061; Putnam, NY 36079; Queens, NY 36081; Richmond, NY 36085; Rockland, NY 36087; Suffolk, NY 36103; Westchester, NY 36119; and Pike, PA 42103.



- 5. By age and gender, the largest declines are projected to be in the number of girls age five to nine years, from 597,865 in 2008 to 535,018 in 2013 (10.51 percent decline), and boys in the same age group from 659,320 in 2008 to 608,861 in 2013 (7.65 percent decline). The group of children age zero to four years is also expected to record important drops during the same five-year period, especially in the case of girls (3.93 percent decline), and boys (2.26 percent decline).
- 6. Given the previous findings, the kindergarten population and the population in grades one to four are expected to be the most affected with a decline of 4.89 percent in each case by the year 2013. When broken down by gender, the number of girls attending kindergarten and grades one to four are projected to drop by 6.46 percent in each case during the period 2008-2013.
- By contrast, school population attending grades five to eight and grades nine to 12 in New York-Northern New Jersey-Long Island are forecasted to continue experiencing moderate growth rates between 3.28 percent and 2.39 percent during the years 2008 to 2013, after growth rates of 13.45 percent and 13.82 percent, respectively, during the period 2000-2008.

Diminishing Enrollment in Private Schools

- 8. The number of students enrolled in private schools grew by almost 14 percent during the years 2000 to 2008; however, it is expected to diminish by the year 2013. While total public school enrollment grew during 2000-2008 by 9.39 percent (in spite of the fall of public preprimary by 8.38 percent), it is projected to remain almost the same by 2013 (0.32 percent increase).
- 9. By gender, during the period 2008 to 2013, male preprimary enrollment in private schools is anticipated to grow by 3.03 percent, while the female preprimary enrollment is also expected to also increase by 1.27 percent. Similarly, the anticipated male and female enrollment rates for elementary and high school are projected to decrease by 1.78 percent and 3.25 percent, respectively.

Increasing Numbers of Minority Population

10. By race and ethnicity, the principal changes have been the declining numbers of the white population, while the population of Hispanics, 'Other³ population,' and Asians have increased substantially during the years 2000-2008 (25.76 percent increase, 21.77 percent increase, and 18.80 percent increase, respectively. These groups are predicted to continue increasing at lower, but still significant rates by 2013, especially the 'Other' population that is forecasted to grow by 12.62 percent during the period 2008-2013. By 2013, Hispanics are expected to account for 26.08 percent of the population in the New York-Northern New Jersey-Long Island metropolitan area, up three percentage points from 2008 when they represented 23.82 percent of the total.

³ "Other race" includes all other responses not included in the "white", "black or African American", "American Indian and Alaska Native", "Asian" and "Native Hawaiian and Other Pacific Islander" race categories. Respondents providing write-in entries such as multiracial, mixed, interracial, or a Hispanic/Latino group (for example, Mexican, Puerto Rican, or Cuban) are included here.



Rising 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 through 2013. In particular, families with children between 10 to 13 years and incomes between \$200,000 and \$349,999 are expected to increase from 30,137 in 2008 to 45,966 in 2013 (a 52.52 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 28,865 in 2008 to 43,647 in 2013 (a 51.21 percent increase).
- 12. The number of African American households with incomes 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 45.43 percent, from 51,646 in 2008 to 75,109 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 89.93 percent from 34,035 in 2008 to 64,644 in 2013.
- 13. Likewise, 'Other households' with annual incomes of at least \$100,000 per year are predicted to more than double their numbers by 2013 in most cases, especially those households with incomes between \$125,000 and \$149,999 a year, who are expected to almost triple their numbers from 15,660 in 2008 to 40,608 in 2013 (a 159.31 percent increase).
- 14. Likewise, the number of Hispanic households with annual incomes of at least \$100,000 per year is forecasted to increase. Hispanic families with annual incomes between \$125,000 and \$149,999 are projected to soar from 39,824 in 2008 to 75,798 in 2013 (a 90.33 percent increase).
- 15. 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 541.08 percent during this period. This positive trend is projected to continue through 2013. For instance, the number of owner households with homes valued between \$500,000 and \$749,999 is expected to increase from 340,604 in 2007 to 679,069 in 2013 (a 99.37 percent increase).

Modest Increase in Population with Higher Education

16. The number of people older than 25 years of age who hold college degrees in New York-Northern New Jersey-Long Island increased by 8.8 percent, from 2.18 million in 2000 to 2.37 million in 2008. This number is expected to grow at a lower pace by 2013 (a 1.55 percent increase). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 1.52 million in 2000 to 1.64 million in 2007 (a 7.43 percent increase) and it is forecasted that they will grow by 0.99 percent by the year 2013.



Strategic Considerations for Schools

Given that all school population groups are projected to decline by 2013, independent schools the New York-Northern New Jersey-Long Island 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 would 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 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 tuitions are not enrolling their children in our schools? 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)?⁴
- Who are our best donors? What is their profile? Since we are dealing with different generations, do we understand how to attract them? Are they more responsive to mail or online solicitations?
- What types of causes are our donors more inclined to support? How should the school keep them informed about the use of charitable funds?

NAIS Resources that Can Help

1. **Trends** — To stay abreast of changing trends, in addition to the NAIS Demographic Center, school administrators can check the following websites: <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.

⁴ The 2006 NAIS Non-Tuition Survey presents alternative sources of revenue different from tuitions, annual/capital giving, and investments that many schools have in place to achieve the balance between operating expenses and affordability. <u>http://www.nais.org/resources/seriesdoc.cfm?ltemNumber=148270</u>.



- 2. **Benchmarking** To gather data and conduct benchmark analysis, schools can participate in the StatsOnline⁵ 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.
 - ✓ 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 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 <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 http://transact.nais.org/Purchase/SearchCatalog.aspx).

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



Female Population Age 5 to 9 Years	640,809	597,865	535,018	-6.70	-10.51
Female Population Age 10 to 13 Years	489,222	495,609	488,440	1.31	-1.45
Female Population Age 14 to 17 Years	465,258	471,095	459,507	1.25	-2.46
Population in School					
Nursery or Preschool	357,952	380,568	386,840	6.32	1.65
Kindergarten	272,632	289,946	275,765	6.35	-4.89
Grades 1 to 4	1,090,526	1,159,785	1,103,061	6.35	-4.89
Grades 5 to 8	1,040,624	1,180,574	1,219,272	13.45	3.28
Grades 9 to 12	993,467	1,130,765	1,157,747	13.82	2.39
Population in School by Gender					
Male Enrolled in School	1,922,855	2,155,294	2,171,636	12.09	0.76
Female Enrolled in School	1,832,346	1,986,345	1,971,050	8.40	-0.77
Male Population in School by Grade					
Male Nursery or Preschool	183,005	198,417	203,349	8.42	2.49
Male Kindergarten	139,480	152,060	146,784	9.02	-3.47
Male Grades 1 to 4	557,920	608,240	587,135	9.02	-3.47
Male Grades 5 to 8	532,354	609,060	630,509	14.41	3.52
Male Grades 9 to 12	510,096	587,518	603,860	15.18	2.78
Female Population in School by Grade					
Female Nursery or Preschool	174,947	182,151	183,491	4.12	0.74
Female Kindergarten	133,152	137,886	128,982	3.56	-6.46
Female Grades 1 to 4	532,606	551,546	515,927	3.56	-6.46
Female Grades 5 to 8	508,270	571,515	588,763	12.44	3.02
Female Grades 9 to 12	483,372	543,247	553,888	12.39	1.96
Population in School					
Education, Total Enrollment (Pop 3+)	3,755,201	4,141,639	4,142,686	10.29	0.03
Education, Not Enrolled in School (Pop 3+)	12,635,850	12,780,831	12,868,592	1.15	0.69
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	739,048	842,131	831,992	13.95	-1.20
Education, Enrolled Private Preprimary (Pop 3+)	195,157	231,417	236,472	18.58	2.18
Education, Enrolled Private Elementary or High School (Pop 3+)	543,891	610,714	595,520	12.29	-2.49

Education, Enrolled Public Schools (Pop 3+)	3,016,153	3,299,508	3,310,694	9.39	0.34
Education, Enrolled Public Preprimary (Pop 3+)	162,795	149,151	150,368	-8.38	0.82
Education, Enrolled Public Elementary or High School (Pop 3+)	2,853,358	3,150,357	3,160,326	10.41	0.32
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	378,321	438,407	436,394	15.88	-0.46
Male Education, Enrolled Private Preprimary (Pop 3+)	99,775	120,654	124,306	20.93	3.03
Male Education, Enrolled Private Elementary or High School (Pop 3+)	278,546	317,753	312,088	14.08	-1.78
Male Education, Enrolled Public Schools (Pop 3+)	1,544,534	1,716,887	1,735,242	11.16	1.07
Male Education, Enrolled Public Preprimary (Pop 3+)	83,230	77,763	79,044	-6.57	1.65
Male Education, Enrolled Public Elementary or High School (Pop 3+)	1,461,304	1,639,124	1,656,199	12.17	1.04
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	360,727	403,724	395,598	11.92	-2.01
Female Education, Enrolled Private Preprimary (Pop 3+)	95,382	110,763	112,166	16.13	1.27
Female Education, Enrolled Private Elementary or High School (Pop 3+)	265,345	292,961	283,432	10.41	-3.25
Female Education, Enrolled Public Schools (Pop 3+)	1,471,619	1,582,621	1,575,452	7.54	-0.45
Female Education, Enrolled Public Preprimary (Pop 3+)	79,565	71,388	71,324	-10.28	-0.09
Female Education, Enrolled Public Elementary or High School (Pop 3+)	1,392,054	1,511,233	1,504,127	8.56	-0.47
Population by Race					
White Population, Alone	11,286,058	10,908,853	10,420,733	-3.34	-4.47
Black Population, Alone	3,331,063	3,445,482	3,545,799	3.43	2.91
Asian Population, Alone	1,365,156	1,621,769	1,717,207	18.80	5.88
Other Population	2,340,725	2,850,373	3,210,064	21.77	12.62
Population by Ethnicity					
Hispanic Population	3,566,577	4,485,396	4,928,287	25.76	9.87
White Non-Hispanic Population	9,792,375	9,297,699	8,821,115	-5.05	-5.13
Population by Race As Percent of Total Population					
Percent of White Population, Alone	61.60	57.94	55.15	-5.94	-4.82
Percent of Black Population, Alone	18.18	18.30	18.77	0.66	2.57

Percent of Asian Population, Alone	7.45	8.61	9.09	15.57	5.57
Percent of Other Population	12.77	15.14	16.99	18.56	12.22
Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	19.47	23.82	26.08	22.34	9.49
Percent of White Non-Hispanic Population	53.44	49.39	46.69	-7.58	-5.47
Educational Attainment					
Education Attainment, College (Pop 25+)	2,176,405	2,369,748	2,406,393	8.88	1.55
Education Attainment, Graduate Degree (Pop 25+)	1,523,760	1,636,933	1,653,169	7.43	0.99
Household Income					
Household Income, Median (\$)	50,406	61,308	77,694	21.63	26.73
Household Income, Average (\$)	71,246	88,180	118,957	23.77	34.90
Households by Income					
Households with Income Less than \$25,000	1,735,254	1,560,640	1,244,131	-10.06	-20.28
Households with Income \$25,000 to \$49,999	1,583,418	1,431,035	1,194,264	-9.62	-16.55
Households with Income \$50,000 to \$74,999	1,220,820	1,167,154	1,058,323	-4.40	-9.32
Households with Income \$75,000 to \$99,999	792,921	906,425	1,064,011	14.31	17.39
Households with Income \$100,000 to \$124,999	492,940	636,497	827,658	29.12	30.03
Households with Income \$125,000 to \$149,999	274,045	436,197	623,545	59.17	42.95
Households with Income \$150,000 to \$199,999	268,333	380,962	475,189	41.97	24.73
Households with Income \$200,000 and Over	309,232	520,288	735,634	68.25	41.39
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	59,017	70,408	89,677	19.30	27.37
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	62,213	69,389	82,953	11.53	19.55
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	47,493	56,506	73,353	18.98	29.81
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	45,341	54,122	69,652	19.37	28.69
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	33,302	49,674	70,493	49.16	41.91
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	35,106	48,955	65,207	39.45	33.20
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	26,799	39,866	57,662	48.76	44.64

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Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	25,585	38,184	54,752	49.24	43.39
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	32,602	43,565	55,036	33.63	26.33
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	34,368	42,934	50,909	24.92	18.58
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	26,236	34,963	45,018	33.26	28.76
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	25,047	33,488	42,747	33.70	27.65
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	20,848	33,886	47,869	62.54	41.26
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	21,977	33,396	44,280	51.96	32.59
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	16,777	27,196	39,156	62.10	43.98
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	16,017	26,048	37,180	62.63	42.74
Families with one or more children aged 0-4 and Income \$350,000 and over	16,452	26,456	37,715	60.81	42.56
Families with one or more children aged 5-9 and Income \$350,000 and over	17,343	26,074	34,887	50.34	33.80
Families with one or more children aged 10-13 and Income \$350,000 and over	13,240	21,233	30,850	60.37	45.29
Families with one or more children aged 14-17 and Income \$350,000 and over	12,640	20,337	29,293	60.89	44.04
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	2,173,019	947,391	508,848	-56.40	-46.29
Housing, Owner Households Valued \$250,000-\$299,999	401,160	734,566	259,087	83.11	-64.73
Housing, Owner Households Valued \$300,000-\$399,999	384,764	390,804	567,646	1.57	45.25
Housing, Owner Households Valued \$400,000-\$499,999	173,559	802,047	614,799	362.12	-23.35
Housing, Owner Households Valued \$500,000-\$749,999	147,254	284,244	719,384	93.03	153.09
Housing, Owner Households Valued \$750,000-\$999,999	53,130	340,604	679,069	541.08	99.37
Housing, Owner Households Valued More than \$1,000,000	62,040	164,248	469,178	164.75	185.65
Households by Length of Residence					
Length of Residence Less than 2 Years	277,049	391,547	460,433	41.33	17.59
Length of Residence 3 to 5 Years	415,573	587,320	690,649	41.33	17.59
Length of Residence 6 to 10 Years	1,658,409	1,766,460	1,826,249	6.52	3.38
Length of Residence More than 10 Years	4,325,932	4,293,872	4,245,424	-0.74	-1.13
Households by Race and Income					
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White Households by Income					
White Households with Income Less than \$25,000	942,035	737,838	532,781	-21.68	-27.79
White Households with Income \$25,000 to \$49,999	970,282	779,171	588,973	-19.70	-24.41
White Households with Income \$50,000 to \$74,999	837,189	719,473	583,753	-14.06	-18.86
White Households with Income \$75,000 to \$99,999	588,131	615,766	635,684	4.70	3.23
White Households with Income \$100,000 to \$124,999	386,546	465,680	545,567	20.47	17.15
White Households with Income \$125,000 to \$149,999	220,730	337,377	453,014	52.85	34.28
White Households with Income \$150,000 to \$199,999	224,112	305,437	372,666	36.29	22.01
White Households with Income \$200,000 and Over	272,002	446,389	607,530	64.11	36.10
Black Households by Income					
Black Households with Income Less than \$25,000	432,698	381,988	343,004	-11.72	-10.21
Black Households with Income \$25,000 to \$49,999	318,170	288,589	271,581	-9.30	-5.89
Black Households with Income \$50,000 to \$74,999	193,262	205,703	214,816	6.44	4.43
Black Households with Income \$75,000 to \$99,999	101,775	147,170	192,691	44.60	30.93
Black Households with Income \$100,000 to \$124,999	50,623	89,184	126,229	76.17	41.54
Black Households with Income \$125,000 to \$149,999	24,160	51,646	75,109	113.77	45.43
Black Households with Income \$150,000 to \$199,999	17,392	33,710	43,773	93.82	29.85
Black Households with Income \$200,000 and Over	13,042	29,981	40,957	129.88	36.61
Asian Households by Income					
Asian Households with Income Less than \$25,000	97,387	105,807	78,608	8.65	-25.71
Asian Households with Income \$25,000 to \$49,999	97,736	107,933	91,400	10.43	-15.32
Asian Households with Income \$50,000 to \$74,999	79,092	92,370	80,803	16.79	-12.52
Asian Households with Income \$75,000 to \$99,999	51,329	68,419	94,674	33.30	38.37
Asian Households with Income \$100,000 to \$124,999	33,165	46,924	73,081	41.49	55.74
Asian Households with Income \$125,000 to \$149,999	19,387	31,514	54,814	62.55	73.94
Asian Households with Income \$150,000 to \$199,999	19,590	30,512	40,243	55.75	31.89
Asian Households with Income \$200,000 and Over	17,916	34,035	64,644	89.97	89.93
Other Households by Income					
Other Households with Income Less than \$25,000	263,134	335,007	289,738	27.31	-13.51
Other Households with Income \$25,000 to \$49,999	197,230	255,342	242,310	29.46	-5.10
Other Households with Income \$50,000 to \$74,999	111,277	149,608	178,951	34.45	19.61
Other Households with Income \$75,000 to \$99,999	51,686	75,070	140,962	45.24	87.77
Other Households with Income \$100,000 to \$124,999	22,606	34,709	82,781	53.54	138.50

Other Households with Income \$125,000 to \$149,999	9,768	15,660	40,608	60.32	159.31
Other Households with Income \$150,000 to \$199,999	7,239	11,303	18,507	56.14	63.74
Other Households with Income \$200,000 and Over	6,272	9,883	22,503	57.57	127.69
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	401,692	495,319	467,648	23.31	-5.59
Hispanic Households with Income \$25,000 to \$49,999	296,901	375,514	382,984	26.48	1.99
Hispanic Households with Income \$50,000 to \$74,999	174,081	243,093	288,110	39.64	18.52
Hispanic Households with Income \$75,000 to \$99,999	83,561	148,404	244,852	77.60	64.99
Hispanic Households with Income \$100,000 to \$124,999	38,273	78,503	143,664	105.11	83.00
Hispanic Households with Income \$125,000 to \$149,999	17,443	39,824	75,798	128.31	90.33
Hispanic Households with Income \$150,000 to \$199,999	13,078	27,155	38,735	107.64	42.64
Hispanic Households with Income \$200,000 and Over	10,752	24,521	41,979	128.06	71.20
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	776,774	595,101	417,293	-23.39	-29.88
White Non-Hispanic Households with Income \$25,000 to \$49,999	847,364	664,106	483,554	-21.63	-27.19
White Non-Hispanic Households with Income \$50,000 to \$74,999	760,673	631,291	493,605	-17.01	-21.81
White Non-Hispanic Households with Income \$75,000 to \$99,999	547,364	541,971	542,362	-0.99	0.07
White Non-Hispanic Households with Income \$100,000 to \$124,999	365,019	412,406	475,775	12.98	15.37
White Non-Hispanic Households with Income \$125,000 to \$149,999	209,569	298,221	401,807	42.30	34.73
White Non-Hispanic Households with Income \$150,000 to \$199,999	214,749	275,067	337,545	28.09	22.71
White Non-Hispanic Households with Income \$200,000 and Over	263,523	404,161	557,988	53.37	38.06

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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