

THE NAIS DEMOGRAPHIC CENTER Metropolitan Area Reports

CBSA¹: Philadelphia-Camden-Wilmington, PA-NJ-DE-MD²

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 Philadelphia-Camden-Wilmington reported declining numbers of households with children of school age from 753,326 to 719,104 (3.22 percent decrease). However, this number is expected to grow by 6.37 percent during the next years, totaling 775,519 in 2013.
- 2. All school age population groups are expected to decrease by 2013. After recording a growth rate of 1.68 percent during the period 2000-2008, the school population age zero to 17 years is projected to decline by 1.24 percent from 1,467,535 in 2008 to 1,449,298 in 2013.
- 3. By gender, the female school age population is expected to drop by 2.08 percent by the year 2013, from 705,946 to 691,274; while the male school age population is predicted to drop by 0.47 percent from 761,589 in 2008 to 758,024 in 2013.

Declining Numbers of Younger Children

- 4. In absolute numbers, the largest group in 2008 was children between five and nine years old at 398,843; however, this was the only group that recorded a decline between 2000 and 2008. By 2013, this decline will continue and the number of children between five and nine years old is expected to drop by 5.99 percent, the largest fall during the period 2008-2013. This age group will become the second largest group at 374,943, after children younger than five years old at 395,594.
- 5. By age and gender, the female school age populations are expected to record decreasing numbers. However, the largest declines are projected to be in the number of girls age five to nine years, from 190,372 in 2008 to 175,541 in 2013 (7.79 percent decline), and boys in the same age group from 208,471 in 2008 to 199,402 in 2013

 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: New Castle, DE 10003; Cecil, MD 24015; Burlington, NJ 34005;

² This CBSA area includes the following counties: New Castle, DE 10003; Cecil, MD 24015; Burlington, NJ 34005; Camden, NJ 34007; Gloucester, NJ 34015; Salem, NJ 34033; Bucks, PA 42017; Chester, PA 42029; Delaware, PA 42045; Montgomery, PA 42091; and, Philadelphia, PA 42101.



(4.35 percent decline). Teenage girls between 14 and 17 years old are also expected to a record minor drop during the same five-year period, at 0.69 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 2.73 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 4.59 percent in each case during the period 2008-2013.
- 7. By contrast, school population attending grades five to eight and grades nine to 12 in Philadelphia-Camden-Wilmington are forecasted to grow at a lower pace by 3.64 percent and 3.23 percent, respectively, during the years 2008 to 2013, after reporting growth rates of 12.80 percent and 13.10 percent, respectively, during the period 2000-2008.

Stagnant Enrollment in Private Schools

- 8. The number of students enrolled in private schools grew by more than 14.00 percent during the years 2000 to 2008; however, it is expected to diminish to less than 0.6 percent by the year 2013. This decrease will be due to the anticipated drop of 1.03 percent of elementary and high school private enrollment, from 243,828 in 2008 to 241,301 in 2013. Also, the growth rate for the private preprimary population is expected to drop from 22.21 percent to 5.27 percent by 2013. Similarly, while total public school enrollment grew during 2000-2008 by more than 8.77 percent (in spite of the fall of public preprimary by 9.29 percent), it is projected to increase 2.06 percent by 2013.
- 9. By gender, during the period 2008 to 2013, male preprimary enrollment in private schools is anticipated to grow by 5.94 percent, while the female preprimary enrollment is expected to slightly increase by 2.72 percent. In contrast, the anticipated male and female enrollment rates for elementary and high school are projected to decrease by 0.20 percent and 1.94 percent, respectively.

Increasing Numbers of Minority Population

- 10. By race and ethnicity, the principal changes in the Philadelphia-Camden-Wilmington area are the declining numbers of the white population, while the population of Hispanics, Asians, and 'Other³ population,' have increased substantially during the years 2000-2008 (27.96 percent increase, 23.10 percent increase, and 20.24 percent increase) respectively.
- 11. While the white population is expected to continue its declining numbers from 4,183,386 in 2008 to 4,173,266 in 2013 (a 0.24 percent decrease), minorities groups are predicted to continue increasing by 2013, especially the 'Other' population that is forecasted to grow from 290,133 in 2008 to 336,803 in 2013 (a 16.09 percent increase).

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.



12. The number of African Americans is projected to increase from 1,134,336 in 2008 to 1,181,407 in 2013 (a 4.15 percent increase). This group is expected to continue representing the largest minority group in this area; however, its participation over the total population is expected to remain at around 20 percent, a similar percentage to the ones previously recorded in 2000 and 2008.

Considerable Growth of Affluent Families

- 13. 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 younger than five years old and incomes between \$200,000 and \$349,999 are expected to increase from 7,779 in 2008 to 12,425 in 2013 (a 59.72 percent increase), followed by families with children younger than five years old and incomes between \$125,000 and \$149,999 are expected to increase from 15,652 in 2008 to 24,348 in 2013 (a 55.56 percent increase).
- 14. 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 \$100,000 and \$124,999 are projected to record an increase of 56.31 percent, from 27,352 in 2008 to 42,754 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 97.94 percent from 3,252 in 2008 to 6,437 in 2013.
- 15. 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 2013, especially those households with incomes between \$125,000 and \$149,999 per year, who are expected to triple their numbers from 1,285 in 2008 to 3,349 in 2013 (a 160.62 percent increase).
- 16. Likewise, the number of Hispanic households with annual incomes of at least \$100,000 is forecasted to expand. For example, Hispanic families with annual incomes between \$100,000 and \$124,999 are projected to soar from 4,940 in 2008 to 9,157 in 2013 (an 85.36 percent increase).
- 17. In general, the number of households with home values of \$500,000 and over 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 926.86 percent during this period. A 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 46,533 in 2008 to 153,411 in 2013 (a 229.68 percent increase).

Moderate Increase of Population with Higher Education

18. The number of people older than 25 years of age who hold a college degrees in Philadelphia-Camden-Wilmington increased by 11.44 percent, from 643,392 in 2000 to 716,798 in 2008. This number is foreseen to rise slightly by 2013 (a 4.18 percent increase). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 392,985 in 2000 to 431,254 in 2008



(a 9.74 percent increase), and it is forecasted that their numbers will also rise, by 3.37 percent by the year 2013.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the Philadelphia-Camden-Wilmington 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 the local businesses and the chamber of commerce to attract new families to the area?

Responding to Racial/Ethnic Changes



- Given the demographic changes, what percentage of students of color should the school aim for? How do our diversity numbers compare to those of this geographic region?
- What are the key characteristics that parents of color are looking for in a school? Does the school highlight these characteristics in its messages?
- What communication channels should the school use to reach out to the people of color in its community? Should the school include other languages in its communications with parents?
- Do we know why families of color who can afford our tuition are not enrolling their children in our school? Do we know where these families are located?

Responding to Household Income Changes

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

Financial Considerations

- What financial planning do we need to do to help us weather the downturn?
- What are the best/most profitable fund-raising activities? Are there other opportunities for revenue enhancement (non-tuition options)?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

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. http://www.nais.org/resources/seriesdoc.cfm?ItemNumber=148270.



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 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)

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.



 ✓ 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>).



http://www.easidemographics.com/cgi-bin/free_reports.exe

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Male Kindergaren43,03046,61146,13388,31.1.03Male Grades 1 to 4172,140186,440184,5318.8,31.1.03Male Grades 5 to 8176,581200,579208,508.1.03.3.05Male Grades 9 to 1168,417192,437199,503.1.4.26.3.67Female Population in School by Grad101.1.03.1.03.1.03Female Population in School by Grad56,35360,66862,764.7.66.3.43Female Kindergarte41,16642,25540,612.3.40.4.453Grade Female Kindergarte164,662170,259162,453.3.40.4.453Female Grades 5 to 8167,542187,581193,781.1.196.3.31Grade Female Grades 5 to 8175,523183,385.1.188.2.76Female Grades 5 to 8175,523183,385.1.188.2.76Grade Female Grades 5 to 8175,523183,385.1.188.2.76Female Grades 5 to 8175,523183,385.1.188.2.76Grade Female Grades 5 to 8175,523183,385.1.188.2.76Female Grades 5 to 8175,523183,535183,385.1.188Grade Female Grades 5 to 81.59,5031.349,803.1.196.1.196Female Grades 5 to 81.305,931.349,803.1.196.1.197Female Grades 5 to 83.85,6243.925,514.03,233.0.113.1.197Female Grades 5 to 81.2.191.2.19 <th>Male Nursery or Preschool</th> <th>58,772</th> <th>64,992</th> <th>68,132</th> <th>10.58</th> <th>4.83</th>	Male Nursery or Preschool	58,772	64,992	68,132	10.58	4.83
Male Grades 1 to 4172,140186,440184,518.4.519.4.51Male Grades 5 to 3176,581200,579208,508201,509203,505Male Grades 9 to 12168,417192,437199,503201,4203.0.57Female Population in School Grade101111Female Nursery or Preschool56,35360,66862,7643.0.403.4.59Female Markery or Preschool56,35360,66862,7643.0.403.4.59Female Grades 1 to 4141,6642,56540,6123.4.003.4.59Female Grades 5 to 8167,542187,581193,78111.1883.2.7.60Female Grades 5 to 12159,509178,455183,38511.1882.7.61Female Grades 5 to 2159,509178,455183,38511.1883.1.188Female Grades 5 to 3120,512130,5031.349,80010.1131.1.41Female Grades 5 to 33.95,2243.92,50514.03,2391.0.131.1.41Feducation, Not Enrolled in School (Pop 3+)3.89,6243.92,50514.03,2301.0.131.1.41Feducation, Not Enrolled in School (Pop 3+)2.84,803.82,6173.82,0023.81,513.81,513.81,51Feducation, Enrolled Private Schools (Pop 3+)2.84,803.82,6183.82,6183.82,6183.82,6183.82,6183.82,6183.82,6183.82,6183.82,6183.82,6183.82,6183.82,6183.82,6183.82,6183.82,6183.82,618	Male Kindergarten	43,036	46,611	46,133	8.31	-1.03
Male Grades 5 to 8176.581200,579208,50813.5593.3.55Male Grades 9 to 12168,417192,437199,50310.4.263.3.67Female Population in School by GradeKKKKKKFemale Nursery or Preschool56,35360,66862,7647.6.683.4.5Grade S Female Kindergarten41,16642,56540,6123.3.404.4.56Female Grades 1 to 4164,62170,259162,4503.4.03.4.5Female Grades 5 to 8167,542187,581193,78111.1963.3.1Female Grades 5 to 8175,542187,581193,78111.1963.3.1Female Grades 5 to 8175,542178,455183,38511.1882.7.6Female Grades 5 to 8175,542178,455183,38511.1882.7.6Female Grades 5 to 8175,542178,455183,38511.1882.7.6Female Grades 5 to 8175,542178,455183,38511.1882.7.6Female Grades 5 to 8175,542178,455183,38511.1881.4.7Female Grades 5 to 81.208,1841,330,5931.349,80010.1031.4.4Female Grades 5 to 83.892,2133.25,0174.0.32.91.4.161.4.14Female Grades 5 to 83.892,813.26,1873.28,0091.4.533.6.14.5Female Grades 5 to 83.892,813.26,1873.28,0091.4.533.6.16.5Female Grades 5 to 83.842,81	Male Grades 1 to 4	172,146	186,446	184,531	8.31	-1.03
Male Grades 9 to 2168,417192,437199,50311.4.263.6.7Female Population in School by Grad56,35360,60862,7647.6.63.4.5Female Nursery or Preschool56,35360,60862,7647.6.63.4.5Gemale Grades 1 to 411.6642,56540,6123.4.0-4.5.9Female Grades 1 to 4164,662170,259162,4503.4.0-4.5.9Female Grades 5 to 8167,542187,581193,78111.063.3.1Female Grades 5 to 8167,542187,581193,78111.083.2.7.6Female Grades 9 to 12159,509178,455183,38511.1882.7.6Female Grades 9 to 12159,509178,455183,38511.1882.7.6Female Grades 9 to 12159,509178,455183,38511.1882.7.6Female Grades 9 to 12159,509178,455183,38511.882.7.6Female Grades 9 to 12159,509178,455183,38511.882.7.6Female Grades 9 to 12159,50913,30,5931,349,80010.11311.44Female Grades 9 to 131.208,1841,330,5931,349,80010.11311.44Female Grades 9 to 143.896,2243,925,0514,003,2930.0.1311.45Female Grades 9 to 153.896,2243,925,0514,003,29310.1311.45Female Grades 9 to 143.896,2243,925,0514,003,29310.1311.45Female Grades 9 to 153,	Male Grades 5 to 8	176,581	200,579	208,508	13.59	3.95
Female Population in School by GradeIIIIIFemale Nursery or Preschool56.35360.66862.7647.7.663.4.5Atta Control41.6642.56540.6123.4.04.4.59Female Grades 1 to 4164.662170.259162.4503.4.04.4.59Female Grades 5 to 8167.542187.581193.78111.1663.3.1Female Grades 9 to 12159.509178.455183.38511.8.82.7.6Female Grades 9 to 121.2.08.1841.330.5931.349.80010.1.31.4.4Female Grades 9 to 133.896.2243.925.514.003.2930.7.41.9.9Female Grades 9 to 141.2.61.2.83.26.1873.28.001.4.530.5.5Female Grades 9 to 152.84.8033.26.1873.28.001.4.530.5.5Female Grades 9 to 152.84.8033.26.187<	Male Grades 9 to 12	168,417	192,437	199,503	14.26	3.67
Female Nursery or Preschool56,35360,66862,7647.663.445Genale Kindergarten41,16642,56540,6123.400(-4.59)Female Grades 1 to 4164,662170,259162,4503.400(-3.31)Female Grades 5 to 8167,542187,581193,781(-1.19)(-1.19)Female Grades 9 to 12159,509178,455183,385(-1.19)(-1.19)Female Grades 9 to 12120,81841,330,5931,349,800(-1.19)(-1.19)Feducation, Not Enrolled in School (Pop 3+)3,896,2243,295,0514,003,293(-1.19)(-1.19)Feducation, Enrolled Private Schools (Pop 3+)284,803326,187328,009(-1.43)(-1.52)Feducation, Enrolled Private Schools (Pop 3+)284,803326,187328,009(-1.43)(-1.52)Feducation, Enrolled Private Preprimary (Pop 3+)217,405243,821241,301(-1.21)(-1.19)Feducation, Enrolled Private Preprimary (Pop 3+)217,405243,821241,301(-1.21)(-1.19)Fedu	Female Population in School by Grade					
Female Kindergarten441,16642,56540,6123.400-4.59Gemale Grades 1 to 4164,662170,259162,4503.400-4.59Female Grades 5 to 8167,542187,581193,781111.063.31Female Grades 9 to 12159,509178,455183,385111.882.76Population in SchoolImage: School	Female Nursery or Preschool	56,353	60,668	62,764	7.66	3.45
Female Grades 1 to 4164,662170,259162,4503.40-4.59Female Grades 5 to 8167,542187,581193,78111.963.31Female Grades 9 to 12159,509178,455183,38511.882.76Population in SchoolIIIIIIEducation, Not Enrolled in School (Pop 3+)3.896,2243.925,0514.003,2930.0131.44Population in Public vs Private SchoolIIIIIIIEducation, Enrolled Private Preprimary (Pop 3+)284,803326,187328,00914.530.567Education, Enrolled Private Preprimary (Pop 3+)217,405243,821241,30112.1511.012	Female Kindergarten	41,166	42,565	40,612	3.40	-4.59
Female Grades 5 to 8167,542187,581193,78111.963.31Female Grades 9 to 12159,509178,455183,38511.882.76Population in SchoolIIIIIIPopulation, Total Enrollment (Pop 3+)1,208,1841,330,5931,349,80010.131.44Education, Not Enrolled in School (Pop 3+)3,896,2243,925,0514,003,2930.0741.99Population in Public vs Private SchoolIIIIIIIIIEducation, Enrolled Private School (Pop 3+)284,803326,187328,009114.53I0.56Education, Enrolled Private School (Pop 3+)284,803326,187328,009114.530.56Education, Enrolled Private School (Pop 3+)217,405243,821241,301112.151.103	Female Grades 1 to 4	164,662	170,259	162,450	3.40	-4.59
Female Grades 9 to 12159,509178,455183,38511.882.76Image: Constraint of the second s	Female Grades 5 to 8	167,542	187,581	193,781	11.96	3.31
Image: constraint of the second sec	Female Grades 9 to 12	159,509	178,455	183,385	11.88	2.76
Population in SchoolIII						
Education, Total Enrollment (Pop 3+) 1,208,184 1,330,593 1,349,800 10.13 1.44 Education, Not Enrolled in School (Pop 3+) 3,896,224 3,925,051 4,003,293 0.74 1.99 Population in Public vs Private School Image: Color Col	Population in School					
Education, Not Enrolled in School (Pop 3+) 3,896,224 3,925,051 4,003,293 0.74 1.99 Population in Public vs Private School Image: Comparison of the comparison of th	Education, Total Enrollment (Pop 3+)	1,208,184	1,330,593	1,349,800	10.13	1.44
Population in Public vs Private School Image: Constraint of the sector of	Education, Not Enrolled in School (Pop 3+)	3,896,224	3,925,051	4,003,293	0.74	1.99
Population in Public vs Private School Image: Constraint of the school schol school school school school school school school scho						
Education, Enrolled Private Schools (Pop 3+) 284,803 326,187 328,009 14.53 0.56 Education, Enrolled Private Preprimary (Pop 3+) 67,398 82,366 86,708 22.21 5.27 Education, Enrolled Private Elementary or High School (Pop 3+) 217,405 243,821 241,301 12.15 -1.03	Population in Public vs Private School					
Education, Enrolled Private Preprimary (Pop 3+) 67,398 82,366 86,708 22.21 5.27 Education, Enrolled Private Elementary or High School (Pop 3+) 217,405 243,821 241,301 12.15 -1.03	Education, Enrolled Private Schools (Pop 3+)	284,803	326,187	328,009	14.53	0.56
Education, Enrolled Private Elementary or High School (Pop 3+) 217,405 243,821 241,301 12.15 -1.03	Education, Enrolled Private Preprimary (Pop 3+)	67,398	82,366	86,708	22.21	5.27
	Education, Enrolled Private Elementary or High School (Pop 3+)	217,405	243,821	241,301	12.15	-1.03

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Education, Enrolled Public Schools (Pop 3+)	923,381	1,004,406	1,021,791	8.77	1.73
Education, Enrolled Public Preprimary (Pop 3+)	47,727	43,294	44,188	-9.29	2.06
Education, Enrolled Public Elementary or High School (Pop 3+)	875,654	961,112	977,603	9.76	1.72
Population in Public vs Private School by Gender	<u> </u>				
Male Population in Public vs Private School	<u> </u>				
Male Education, Enrolled Private Schools (Pop 3+)	145,825	169,287	171,568	16.09	1.35
Male Education, Enrolled Private Preprimary (Pop 3+)	34,407	42,600	45,132	23.81	5.94
Male Education, Enrolled Private Elementary or High School (Pop 3+)	111,418	126,687	126,436	13.70	-0.20
Male Education, Enrolled Public Schools (Pop 3+)	473,128	521,777	535,240	10.28	2.58
Male Education, Enrolled Public Preprimary (Pop 3+)	24,365	22,392	23,000	-8.10	2.72
Male Education, Enrolled Public Elementary or High School (Pop 3+)	448,763	499,386	512,240	11.28	2.57
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	138,978	156,900	156,441	12.90	-0.29
Female Education, Enrolled Private Preprimary (Pop 3+)	32,991	39,766	41,576	20.54	4.55
Female Education, Enrolled Private Elementary or High School (Pop 3+)	105,987	117,134	114,865	10.52	-1.94
Female Education, Enrolled Public Schools (Pop 3+)	450,253	482,629	486,551	7.19	0.81
Female Education, Enrolled Public Preprimary (Pop 3+)	23,362	20,902	21,188	-10.53	1.37
Female Education, Enrolled Public Elementary or High School (Pop 3+)	426,891	461,726	465,363	8.16	0.79
Population by Race					
White Population, Alone	4,126,232	4,183,386	4,173,266	1.39	-0.24
Black Population, Alone	1,131,549	1,134,336	1,181,407	0.25	4.15
Asian Population, Alone	188,078	231,527	255,059	23.10	10.16
Other Population	241,288	290,133	336,803	20.24	16.09
Population by Ethnicity					
Hispanic Population	286,205	366,238	415,819	27.96	13.54
White Non-Hispanic Population	4,016,396	4,028,480	3,982,488	0.30	-1.14
Population by Race As Percent of Total Population					
Percent of White Population, Alone	72.55	71.64	70.18	-1.25	-2.04
Percent of Black Population, Alone	19.90	19.43	19.87	-2.36	2.26

Percent of Asian Population, Alone	3.31	3.96	4.29	19.64	8.33
Percent of Other Population	4.24	4.97	5.66	17.22	13.88
Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	5.03	6.27	6.99	24.65	11.48
Percent of White Non-Hispanic Population	70.62	68.99	66.97	-2.31	-2.93
Educational Attainment					
Education Attainment, College (Pop 25+)	643,392	716,978	746,940	11.44	4.18
Education Attainment, Graduate Degree (Pop 25+)	392,985	431,254	445,800	9.74	3.37
Household Income					
Household Income, Median (\$)	48,495	61,856	78,403	27.55	26.75
Household Income, Average (\$)	62,815	80,434	106,887	28.05	32.89
Households by Income					
Households with Income Less than \$25,000	532,449	442,462	337,650	-16.90	-23.69
Households with Income \$25,000 to \$49,999	567,608	498,915	408,771	-12.10	-18.07
Households with Income \$50,000 to \$74,999	431,865	420,962	386,133	-2.52	-8.27
Households with Income \$75,000 to \$99,999	263,641	330,695	396,012	25.43	19.75
Households with Income \$100,000 to \$124,999	143,334	225,697	311,943	57.46	38.21
Households with Income \$125,000 to \$149,999	72,220	138,836	209,673	92.24	51.02
Households with Income \$150,000 to \$199,999	62,168	105,709	146,150	70.04	38.26
Households with Income \$200,000 and Over	61,119	118,757	176,585	94.30	48.69
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	16,656	25,099	35,062	50.69	39.69
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	18,677	25,687	33,232	37.53	29.37
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	15,266	22,362	30,823	46.48	37.84
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	14,547	21,367	29,336	46.88	37.30
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	8,401	15,652	24,348	86.31	55.56
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	9,420	16,019	23,077	70.05	44.06
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	7,700	13,945	21,404	81.10	53.49

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Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	7,337	13,325	20,372	81.61	52.89
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	7,290	11,899	17,041	63.22	43.21
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	8,174	12,178	16,152	48.98	32.63
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	6,681	10,601	14,981	58.67	41.32
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	6,367	10,130	14,259	59.10	40.76
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	4,019	7,639	11,704	90.07	53.21
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	4,506	7,818	11,093	73.50	41.89
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	3,683	6,806	10,289	84.80	51.18
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	3,510	6,503	9,793	85.27	50.59
Families with one or more children aged 0-4 and Income \$350,000 and over	3,106	5,876	9,060	89.18	54.19
Families with one or more children aged 5-9 and Income \$350,000 and over	3,483	6,013	8,587	72.64	42.81
Families with one or more children aged 10-13 and Income \$350,000 and over	2,847	5,235	7,964	83.88	52.13
Families with one or more children aged 14-17 and Income \$350,000 and over	2,713	5,002	7,580	84.37	51.54
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	1,327,718	1,072,403	849,728	-19.23	-20.76
Housing, Owner Households Valued \$250,000-\$299,999	63,929	216,927	161,245	239.32	-25.67
Housing, Owner Households Valued \$300,000-\$399,999	54,173	81,247	224,495	49.98	176.31
Housing, Owner Households Valued \$400,000-\$499,999	21,403	146,607	150,705	584.98	2.80
Housing, Owner Households Valued \$500,000-\$749,999	17,811	46,533	153,411	161.26	229.68
Housing, Owner Households Valued \$750,000-\$999,999	5,684	58,367	119,101	926.86	104.06
Housing, Owner Households Valued More than \$1,000,000	5,373	25,008	79,996	365.44	219.88
Households by Length of Residence					
Length of Residence Less than 2 Years	95,273	140,787	171,731	47.77	21.98
Length of Residence 3 to 5 Years	142,910	211,181	257,596	47.77	21.98
Length of Residence 6 to 10 Years	507,465	550,994	579,172	8.58	5.11
Length of Residence More than 10 Years	1,388,756	1,379,071	1,364,419	-0.70	-1.06
Households by Race and Income					
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White Households by Income					
White Households with Income Less than \$25,000	325,308	256,110	179,017	-21.27	-30.10
White Households with Income \$25,000 to \$49,999	409,601	340,652	257,724	-16.83	-24.34
White Households with Income \$50,000 to \$74,999	344,239	316,366	270,564	-8.10	-14.48
White Households with Income \$75,000 to \$99,999	223,364	264,775	294,269	18.54	11.14
White Households with Income \$100,000 to \$124,999	126,380	189,429	250,668	49.89	32.33
White Households with Income \$125,000 to \$149,999	64,293	120,832	179,960	87.94	48.93
White Households with Income \$150,000 to \$199,999	56,629	94,240	130,170	66.42	38.13
White Households with Income \$200,000 and Over	56,005	107,983	159,163	92.81	47.40
Black Households by Income					
Black Households with Income Less than \$25,000	164,393	136,062	117,127	-17.23	-13.92
Black Households with Income \$25,000 to \$49,999	121,493	112,946	110,228	-7.03	-2.41
Black Households with Income \$50,000 to \$74,999	64,744	73,774	81,051	13.95	9.86
Black Households with Income \$75,000 to \$99,999	29,853	49,283	68,477	65.09	38.95
Black Households with Income \$100,000 to \$124,999	11,602	27,352	42,754	135.75	56.31
Black Households with Income \$125,000 to \$149,999	5,010	12,836	19,766	156.21	53.99
Black Households with Income \$150,000 to \$199,999	3,255	7,108	9,568	118.37	34.61
Black Households with Income \$200,000 and Over	3,148	6,757	9,111	114.64	34.84
Asian Households by Income					
Asian Households with Income Less than \$25,000	14,943	16,747	13,067	12.07	-21.97
Asian Households with Income \$25,000 to \$49,999	15,332	17,533	15,168	14.36	-13.49
Asian Households with Income \$50,000 to \$74,999	11,563	14,618	13,519	26.42	-7.52
Asian Households with Income \$75,000 to \$99,999	6,438	10,036	16,532	55.89	64.73
Asian Households with Income \$100,000 to \$124,999	3,631	6,012	11,103	65.57	84.68
Asian Households with Income \$125,000 to \$149,999	2,188	3,883	6,598	77.47	69.92
Asian Households with Income \$150,000 to \$199,999	1,754	3,440	4,962	96.12	44.24
Asian Households with Income \$200,000 and Over	1,517	3,252	6,437	114.37	97.94
Other Households by Income					
Other Households with Income Less than \$25,000	27,805	33,543	28,439	20.64	-15.22
Other Households with Income \$25,000 to \$49,999	21,182	27,784	25,651	31.17	-7.68
Other Households with Income \$50,000 to \$74,999	11,319	16,204	20,999	43.16	29.59
Other Households with Income \$75,000 to \$99,999	3,986	6,601	16,734	65.60	153.51
Other Households with Income \$100,000 to \$124,999	1,721	2,904	7,418	68.74	155.44

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Other Households with Income \$125,000 to \$149,999	729	1,285	3,349	76.27	160.62
Other Households with Income \$150,000 to \$199,999	530	921	1,450	73.77	57.44
Other Households with Income \$200,000 and Over	449	765	1,874	70.38	144.97
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	33,112	37,287	33,798	12.61	-9.36
Hispanic Households with Income \$25,000 to \$49,999	23,551	28,699	29,847	21.86	4.00
Hispanic Households with Income \$50,000 to \$74,999	12,921	18,349	21,708	42.01	18.31
Hispanic Households with Income \$75,000 to \$99,999	5,112	10,450	19,990	104.42	91.29
Hispanic Households with Income \$100,000 to \$124,999	2,093	4,940	9,157	136.02	85.36
Hispanic Households with Income \$125,000 to \$149,999	888	2,204	3,973	148.20	80.26
Hispanic Households with Income \$150,000 to \$199,999	644	1,467	1,884	127.80	28.43
Hispanic Households with Income \$200,000 and Over	540	1,291	2,170	139.07	68.09
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	313,670	246,043	169,903	-21.56	-30.95
White Non-Hispanic Households with Income \$25,000 to \$49,999	401,397	331,789	247,375	-17.34	-25.44
White Non-Hispanic Households with Income \$50,000 to \$74,999	338,987	308,895	261,534	-8.88	-15.33
White Non-Hispanic Households with Income \$75,000 to \$99,999	220,552	256,156	283,003	16.14	10.48
White Non-Hispanic Households with Income \$100,000 to \$124,999	124,852	181,422	241,037	45.31	32.86
White Non-Hispanic Households with Income \$125,000 to \$149,999	63,576	114,827	172,975	80.61	50.64
White Non-Hispanic Households with Income \$150,000 to \$199,999	56,033	89,737	125,873	60.15	40.27
White Non-Hispanic Households with Income \$200,000 and Over	55,469	102,142	153,981	84.14	50.75

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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