

THE NAIS DEMOGRAPHIC CENTER

Metropolitan Area Reports

CBSA¹: Seattle-Tacoma-Bellevue, WA²

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

Increasing School Age Population

1. Between 2000 and 2008, the metropolitan area of Seattle-Tacoma-Bellevue reported an increase in the number of households with children of school age from 401,620 to 416,374 (a 3.67 percent increase). This number is expected to grow by 11.64 percent during the next five years, totaling 464,853 in 2013.
2. In addition, all school age population groups are expected to expand during the next five years. After recording a growth rate of 10.79 percent during the period 2000-2008, the school population age zero to 17 years is projected to continue increase, but at a lower rate (3.96 percent), from 828,005 in 2008 to 860,768 in 2013.
3. By gender, the female school population is expected to grow 3.42 percent by the year 2013, from 397,404 to 410,982; while the male school population is predicted to grow 4.46 percent from 430,601 in 2008 to 449,786 in 2013.

Rising Numbers of Younger and Older Children

4. By age and gender, the largest increases are projected for males younger than five years old (6.39 percent growth), from 118,452 in 2008 to 126,016 in 2013; and females in the same age group at 5.10 percent, from 108,729 to 114,278 in 2013. Male and female teenagers between 14 and 17 years old are also expected to record important growth rates by 2013, at 4.25 percent and 3.77 percent, respectively.
5. Given the previous findings, the nursery or preschool population and the population in grades nine to 12 are expected to be the most affected with an increase of 8.42 percent and 7.00 percent, respectively, by the year 2013. When broken down by gender, males attending nursery or preschool are projected to record the highest increase at 9.05 percent, from 31,867 in 2008 to 34,750 in 2013; followed by males attending grades nine to 12 at 7.24 percent, from 102,477 in 2008 to 109,892 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: King, WA 53033; Pierce, WA 53053; and Snohomish, WA 53061.

6. While all gender and age school populations are expected to continue to increase during the next five years, the growth rates for all populations in school are expected to be at lower levels than the growth rates recorded between 2000 and 2008. The largest differences are expected among males attending kindergarten and grades one to four, from a growth of 22.29 percent in 2000-2008 to a growth rate of 6.51 percent in 2008-2013.

Minor Growth of Private School Enrollment

7. The number of students enrolled in private schools grew by more than 21.88 percent during the years 2000 to 2008; however, this rate is expected to diminish substantially to 4.97 percent by the year 2013. This lower increase is expected mainly due to the slower growth anticipated among the elementary and high school population from 67,388 to 68,999 in the period 2008-2013 (2.39 percent), compared to a 17.94 percent increase during the period 2000-2008.
8. By gender, the male preprimary enrollment in private schools is anticipated to grow by 10.11 percent by the year 2013, down from 31.66 percent growth during 2000-2008, while the female preprimary enrollment is expected to grow by 8.79 percent, down from 27.12 percent growth. The anticipated 2008-2013 male and female enrollment growth rates for elementary and high school are only 2.84 percent and 1.91 percent, respectively, both of which show a drop of at least 14 percentage points with respect to the rates recorded during the years 2000-2008.

Increasing Numbers of Minority Population

9. By race and ethnicity, the principal changes in the Seattle-Tacoma-Bellevue area is the declining growth rate of the white population, while Hispanics, the 'Other'³ population,' and Asians increased substantially during the years 2000-2008 at 41.42 percent, 38.46 percent, and 28.26 percent, respectively.
10. While the growth of the white population is will continue to slow (4.11 percent growth between 2000 and 2008 compared to 1.58 percent between 2008 and 2013), minority groups are predicted to continue increasing by 2013. In particular, the 'Other' population, which is forecasted to grow from 321,699 in 2008 to 410,506 in 2013 (a 27.61 percent increase). By 2013, this group is forecasted to represent almost 12 percent of the population in this area, slightly above the percentage represented by Asians.

Considerable Growth of Affluent Families

11. The number of families with school age children and income of at least \$100,000 per year is predicted to increase throughout 2013. In particular, families with children younger than five years old and income between \$200,000 and \$349,999 are expected to increase from 4,173 in 2008 to 6,652 in 2013 (an increase of 59.41 percent),

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.

followed by families with children between 14 and 17 years old and income between \$200,000 and \$349,999, who are expected to grow from 3,346 in 2008 to 5,245 in 2013 (a 56.75 percent increase). In absolute numbers, the largest group is expected to be families with children between five and nine years old and incomes between \$100,000 and \$199,999, at 23,713 by 2013.

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 \$100,000 and \$124,999 are projected to record an increase of 64.49 percent, from 5,035 in 2008 to 8,282 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 between \$125,000 and \$149,000 at 124.30 percent, from 5,724 in 2008 to 12,839 in 2013.
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 2013, especially households with incomes between \$125,000 to \$149,999 per year, who are expected to more than triple their numbers from 1,911 in 2008 to 5,832 in 2013 (a 205.18 percent increase).
14. Likewise, the number of Hispanic households with annual incomes of at least \$100,000 are forecasted to increase. For example, Hispanic families with annual incomes between \$100,000 and \$124,999 are projected to rise from 4,299 in 2008 to 8,609 in 2013 (a 100.26 percent increase).
15. In general, the number of households with home values 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 738.83 percent during this period. This positive trend is projected to continue through 2013. For instance, the number of owner households with homes valued over \$1,000,000 is expected to increase from 26,427 in 2008 to 93,785 in 2013 (a 254.88 percent increase).

Increasing Numbers of Population with Higher Education

16. The number of people older than 25 years of age who hold college degrees in Seattle-Tacoma-Bellevue increased by 12.81 percent, from 444,160 in 2000 to 501,057 in 2008. This number is expected to grow to 533,847 by 2013 (a 6.54 percent increase). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 215,536 in 2000 to 237,790 in 2008 (a 10.32 percent increase), and it is forecasted that their numbers will grow, but at a lesser rate, 5.14 percent, reaching 250,004 by the year 2013.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the Seattle-Tacoma-Bellevue metropolitan area need to consider what strategies they will implement now to ensure full classrooms in the years ahead. For example, this may mean further diversifying their

enrollment in terms of gender, ethnicity, and income. Some of the questions that schools should consider are:

General Considerations

- Considering these demographic changes, on which areas does our school most need to focus?
- Have we benchmarked our school's admission statistics? How do they look in comparison to other schools in our community? Do we understand the strengths and weaknesses of our own numbers?
- How well do we know our market? Do we know who our competitors are (other independent schools, magnet schools, charter schools, Catholic schools, home schoolers, etc.)? How familiar are people in our community with our school mission and value proposition?
- If we have feeder schools, are we watching their enrollment changes to understand how our school could be impacted?

Responding to Increasing School Age Population

- Does our school have a waiting list? Is the school working at maximum enrollment capacity already? What do our admission statistics look like (inquiries, applications, acceptances, enrollees)? Are there changes that need our attention?
- If our school is in high demand, what tuition policy should it follow?
- What are the demographic changes in the geographic areas from which we recruit students? Are the statistics more favorable in surrounding areas from which we have not traditionally recruited students? Do we need to attract this population?
- What is the typical profile of families in our school? Do we know why are they enrolling their children in our school?

Responding to Racial/Ethnic Changes

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

Responding to Household Income Changes

- Do we need to attract more middle-class families? Can we increase financial aid or structure it to increase enrollment among middle-class families? If so, can wealthier families pay for higher tuitions?

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

Financial Considerations

- If our school is facing high demand, what financial planning do we need to do to ensure a sound use of the resources?
- Are there any building maintenance or improvements that are needed? Can we afford to offer better salaries or benefits? What major investment projects are needed?
- What are the best/most profitable fund-raising activities? Is our school relying mainly on income as a source of revenues? Are there other opportunities for revenue enhancement (non-tuition options) that our school should implement?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: www.trendletter.com and/or www.hermangroup.com. Also, the *NAIS Opinion Leaders' Survey* (free to browse at www.nais.org or buy in bulk to share) identifies what demographic, social, economic, political, scientific, and technological trends opinion leaders in education, business, and the media believe will have the greatest impact on independent education. This report also suggests actions that schools should consider now to successfully manage these important trends.
2. **Benchmarking** — To gather data and conduct benchmark analysis, schools can participate in the StatsOnline⁵ annual survey (www.nais.org) that collects data on admissions, annual giving, financial aid, financial operations, salaries, schools, students, staff, and tuition. Available tools include:

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>.

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.

- ✓ 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), 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) 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).
 - ✓ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at www.nais.org/go/advocacy).
 - ✓ *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>).



EASI NAIS Detailed Trend Report & Analysis - 2008

CBSA Name: Seattle-Tacoma-Bellevue, WA

CBSA Code: 42660

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

State Name: Washington

Dominant Profile: SUB_BUS

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Description	2000	2008	2013	% Growth (2000-2008)	% Growth Forecast (2008-2013)
Total Population and Households					
Population	3,043,878	3,329,757	3,532,285	9.39	6.08
Households	1,196,568	1,342,205	1,456,801	12.17	8.54
Households with School Age Population					
Households with Children Age 0 to 17 Years	401,620	416,374	464,853	3.67	11.64
Percent of Households with Children Age 0 to 17 Years	33.56	31.02	31.91	-7.57	2.87
School Age Population					
Population Age 0 to 17 Years	747,354	828,005	860,768	10.79	3.96
Population Age 0 to 4 Years	198,643	227,181	240,294	14.37	5.77
Population Age 5 to 9 Years	212,588	235,531	241,911	10.79	2.71
Population Age 10 to 13 Years	170,221	183,162	189,109	7.60	3.25
Population Age 14 to 17 Years	165,902	182,131	189,454	9.78	4.02
School Age Population by Gender					
Male Population Age 0 to 17 Years	383,350	430,601	449,786	12.33	4.46
Female Population Age 0 to 17 Years	364,004	397,404	410,982	9.18	3.42
Male School Age Population by Age					
Male Population Age 0 to 4 Years	101,831	118,452	126,016	16.32	6.39
Male Population Age 5 to 9 Years	109,342	123,400	127,774	12.86	3.54
Male Population Age 10 to 13 Years	87,137	94,434	97,670	8.37	3.43
Male Population Age 14 to 17 Years	85,040	94,315	98,326	10.91	4.25
Female School Age Population by Age					
Female Population Age 0 to 4 Years	96,812	108,729	114,278	12.31	5.10

Female Population Age 5 to 9 Years	103,246	112,131	114,137	8.61	1.79
Female Population Age 10 to 13 Years	83,084	88,729	91,439	6.79	3.05
Female Population Age 14 to 17 Years	80,862	87,815	91,128	8.60	3.77
Population in School					
Nursery or Preschool	52,929	61,119	66,264	15.47	8.42
Kindergarten	42,635	51,183	54,073	20.05	5.65
Grades 1 to 4	170,540	204,730	216,292	20.05	5.65
Grades 5 to 8	170,691	199,012	211,352	16.59	6.20
Grades 9 to 12	166,360	197,891	211,738	18.95	7.00
Population in School by Gender					
Male Enrolled in School	309,429	371,028	396,603	19.91	6.89
Female Enrolled in School	293,726	342,907	363,116	16.74	5.89
Male Population in School by Grade					
Male Nursery or Preschool	27,133	31,867	34,750	17.45	9.05
Male Kindergarten	21,929	26,816	28,561	22.29	6.51
Male Grades 1 to 4	87,715	107,263	114,242	22.29	6.51
Male Grades 5 to 8	87,377	102,605	109,158	17.43	6.39
Male Grades 9 to 12	85,275	102,477	109,892	20.17	7.24
Female Population in School by Grade					
Female Nursery or Preschool	25,796	29,252	31,514	13.40	7.73
Female Kindergarten	20,706	24,367	25,512	17.68	4.70
Female Grades 1 to 4	82,825	97,467	102,050	17.68	4.70
Female Grades 5 to 8	83,313	96,407	102,194	15.72	6.00
Female Grades 9 to 12	81,085	95,414	101,846	17.67	6.74
Population in School					
Education, Total Enrollment (Pop 3+)	603,155	713,935	759,719	18.37	6.41
Education, Not Enrolled in School (Pop 3+)	2,127,481	2,284,065	2,422,592	7.36	6.06
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	86,937	105,960	111,227	21.88	4.97
Education, Enrolled Private Preprimary (Pop 3+)	29,798	38,572	42,228	29.44	9.48
Education, Enrolled Private Elementary or High School (Pop 3+)	57,139	67,388	68,999	17.94	2.39

Education, Enrolled Public Schools (Pop 3+)	516,218	607,975	648,492	17.77	6.66
Education, Enrolled Public Preprimary (Pop 3+)	23,131	22,547	24,036	-2.52	6.60
Education, Enrolled Public Elementary or High School (Pop 3+)	493,087	585,428	624,456	18.73	6.67
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	44,591	55,122	58,150	23.62	5.49
Male Education, Enrolled Private Preprimary (Pop 3+)	15,275	20,111	22,145	31.66	10.11
Male Education, Enrolled Private Elementary or High School (Pop 3+)	29,315	35,010	36,004	19.43	2.84
Male Education, Enrolled Public Schools (Pop 3+)	264,839	315,906	338,453	19.28	7.14
Male Education, Enrolled Public Preprimary (Pop 3+)	11,858	11,756	12,605	-0.86	7.22
Male Education, Enrolled Public Elementary or High School (Pop 3+)	252,981	304,150	325,848	20.23	7.13
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	42,346	50,838	53,077	20.05	4.40
Female Education, Enrolled Private Preprimary (Pop 3+)	14,523	18,461	20,083	27.12	8.79
Female Education, Enrolled Private Elementary or High School (Pop 3+)	27,824	32,378	32,995	16.37	1.91
Female Education, Enrolled Public Schools (Pop 3+)	251,379	292,069	310,039	16.19	6.15
Female Education, Enrolled Public Preprimary (Pop 3+)	11,273	10,791	11,431	-4.28	5.93
Female Education, Enrolled Public Elementary or High School (Pop 3+)	240,106	281,278	298,608	17.15	6.16
Population by Race					
White Population, Alone	2,383,824	2,481,884	2,521,158	4.11	1.58
Black Population, Alone	152,718	173,470	200,564	13.59	15.62
Asian Population, Alone	274,998	352,704	400,057	28.26	13.43
Other Population	232,338	321,699	410,506	38.46	27.61
Population by Ethnicity					
Hispanic Population	162,453	229,737	280,861	41.42	22.25
White Non-Hispanic Population	2,313,259	2,352,317	2,355,537	1.69	0.14
Population by Race As Percent of Total Population					
Percent of White Population, Alone	78.32	74.54	71.37	-4.83	-4.25
Percent of Black Population, Alone	5.02	5.21	5.68	3.78	9.02

Percent of Asian Population, Alone	9.03	10.59	11.33	17.28	6.99
Percent of Other Population	7.63	9.66	11.62	26.61	20.29
Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	5.34	6.90	7.95	29.21	15.22
Percent of White Non-Hispanic Population	76.00	70.65	66.69	-7.04	-5.61
Educational Attainment					
Education Attainment, College (Pop 25+)	444,160	501,057	533,847	12.81	6.54
Education Attainment, Graduate Degree (Pop 25+)	215,536	237,790	250,004	10.32	5.14
Household Income					
Household Income, Median (\$)	52,135	63,773	80,817	22.32	26.73
Household Income, Average (\$)	66,012	81,232	106,265	23.06	30.82
Households by Income					
Households with Income Less than \$25,000	242,895	218,381	166,700	-10.09	-23.67
Households with Income \$25,000 to \$49,999	332,500	302,651	245,541	-8.98	-18.87
Households with Income \$50,000 to \$74,999	268,009	272,403	252,482	1.64	-7.31
Households with Income \$75,000 to \$99,999	161,866	210,385	273,671	29.97	30.08
Households with Income \$100,000 to \$124,999	83,329	138,270	209,006	65.93	51.16
Households with Income \$125,000 to \$149,999	40,064	78,883	129,838	96.89	64.60
Households with Income \$150,000 to \$199,999	33,054	57,338	83,082	73.47	44.90
Households with Income \$200,000 and Over	34,851	63,894	96,481	83.33	51.00
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	9,640	15,691	23,554	62.77	50.11
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	10,317	16,268	23,713	57.68	45.76
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	8,261	12,651	18,537	53.14	46.53
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	8,051	12,580	18,571	56.25	47.62
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	4,583	9,091	15,196	98.36	67.15
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	4,905	9,426	15,298	92.17	62.30
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	3,927	7,330	11,959	86.66	63.15

Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	3,828	7,289	11,981	90.41	64.37
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	3,825	6,561	9,721	71.53	48.16
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	4,093	6,802	9,786	66.19	43.87
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	3,278	5,289	7,650	61.35	44.64
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	3,194	5,260	7,664	64.68	45.70
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	2,266	4,169	6,465	83.98	55.07
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	2,425	4,323	6,508	78.27	50.54
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	1,942	3,361	5,088	73.07	51.38
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	1,893	3,343	5,097	76.60	52.47
Families with one or more children aged 0-4 and Income \$350,000 and over	1,725	3,176	4,880	84.12	53.65
Families with one or more children aged 5-9 and Income \$350,000 and over	1,846	3,292	4,912	78.33	49.21
Families with one or more children aged 10-13 and Income \$350,000 and over	1,478	2,560	3,840	73.21	50.00
Families with one or more children aged 14-17 and Income \$350,000 and over	1,441	2,546	3,847	76.68	51.10
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	507,342	255,667	139,363	-49.61	-45.49
Housing, Owner Households Valued \$250,000-\$299,999	81,391	177,600	73,861	118.21	-58.41
Housing, Owner Households Valued \$300,000-\$399,999	76,483	85,815	160,946	12.20	87.55
Housing, Owner Households Valued \$400,000-\$499,999	35,413	177,183	147,740	400.33	-16.62
Housing, Owner Households Valued \$500,000-\$749,999	27,834	65,520	164,551	135.40	151.15
Housing, Owner Households Valued \$750,000-\$999,999	8,476	71,099	166,529	738.83	134.22
Housing, Owner Households Valued More than \$1,000,000	7,583	26,427	93,785	248.50	254.88
Households by Length of Residence					
Length of Residence Less than 2 Years	82,072	124,286	157,690	51.44	26.88
Length of Residence 3 to 5 Years	123,108	186,429	236,535	51.44	26.88
Length of Residence 6 to 10 Years	367,309	409,149	442,170	11.39	8.07
Length of Residence More than 10 Years	624,080	622,341	620,407	-0.28	-0.31
Households by Race and Income					

White Households by Income					
White Households with Income Less than \$25,000	184,492	149,084	105,416	-19.19	-29.29
White Households with Income \$25,000 to \$49,999	271,897	227,661	172,005	-16.27	-24.45
White Households with Income \$50,000 to \$74,999	223,939	213,307	188,986	-4.75	-11.40
White Households with Income \$75,000 to \$99,999	139,783	173,796	206,724	24.33	18.95
White Households with Income \$100,000 to \$124,999	72,485	118,354	168,605	63.28	42.46
White Households with Income \$125,000 to \$149,999	35,451	68,777	107,478	94.01	56.27
White Households with Income \$150,000 to \$199,999	29,706	50,915	72,790	71.40	42.96
White Households with Income \$200,000 and Over	31,760	57,768	84,512	81.89	46.30
Black Households by Income					
Black Households with Income Less than \$25,000	18,880	17,431	16,658	-7.67	-4.43
Black Households with Income \$25,000 to \$49,999	18,205	18,349	20,140	0.79	9.76
Black Households with Income \$50,000 to \$74,999	11,293	13,742	16,051	21.69	16.80
Black Households with Income \$75,000 to \$99,999	5,044	9,488	15,854	88.10	67.10
Black Households with Income \$100,000 to \$124,999	2,086	5,035	8,282	141.37	64.49
Black Households with Income \$125,000 to \$149,999	781	2,471	3,689	216.39	49.29
Black Households with Income \$150,000 to \$199,999	615	1,134	1,420	84.39	25.22
Black Households with Income \$200,000 and Over	479	1,180	1,668	146.35	41.36
Asian Households by Income					
Asian Households with Income Less than \$25,000	21,748	26,070	21,540	19.87	-17.38
Asian Households with Income \$25,000 to \$49,999	22,355	26,703	23,253	19.45	-12.92
Asian Households with Income \$50,000 to \$74,999	19,211	24,518	22,345	27.62	-8.86
Asian Households with Income \$75,000 to \$99,999	10,896	16,850	28,179	54.64	67.23
Asian Households with Income \$100,000 to \$124,999	6,132	10,266	19,440	67.42	89.36
Asian Households with Income \$125,000 to \$149,999	2,800	5,724	12,839	104.43	124.30
Asian Households with Income \$150,000 to \$199,999	1,947	3,922	6,518	101.44	66.19
Asian Households with Income \$200,000 and Over	1,965	3,781	7,259	92.42	91.99
Other Households by Income					
Other Households with Income Less than \$25,000	17,775	25,796	23,086	45.13	-10.51
Other Households with Income \$25,000 to \$49,999	20,043	29,938	30,143	49.37	0.68
Other Households with Income \$50,000 to \$74,999	13,566	20,836	25,100	53.59	20.46
Other Households with Income \$75,000 to \$99,999	6,143	10,251	22,914	66.87	123.53
Other Households with Income \$100,000 to \$124,999	2,626	4,615	12,679	75.74	174.73

Other Households with Income \$125,000 to \$149,999	1,032	1,911	5,832	85.17	205.18
Other Households with Income \$150,000 to \$199,999	786	1,367	2,354	73.92	72.20
Other Households with Income \$200,000 and Over	647	1,165	3,042	80.06	161.12
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	11,537	14,097	12,740	22.19	-9.63
Hispanic Households with Income \$25,000 to \$49,999	14,713	18,977	19,935	28.98	5.05
Hispanic Households with Income \$50,000 to \$74,999	10,245	14,564	16,625	42.16	14.15
Hispanic Households with Income \$75,000 to \$99,999	4,356	8,990	17,716	106.38	97.06
Hispanic Households with Income \$100,000 to \$124,999	1,682	4,299	8,609	155.59	100.26
Hispanic Households with Income \$125,000 to \$149,999	636	1,825	3,458	186.95	89.48
Hispanic Households with Income \$150,000 to \$199,999	416	1,024	1,540	146.15	50.39
Hispanic Households with Income \$200,000 and Over	442	1,012	1,647	128.96	62.75
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	179,327	142,909	98,953	-20.31	-30.76
White Non-Hispanic Households with Income \$25,000 to \$49,999	266,080	219,193	161,302	-17.62	-26.41
White Non-Hispanic Households with Income \$50,000 to \$74,999	219,781	205,016	178,209	-6.72	-13.08
White Non-Hispanic Households with Income \$75,000 to \$99,999	137,270	164,178	193,845	19.60	18.07
White Non-Hispanic Households with Income \$100,000 to \$124,999	71,344	109,946	157,732	54.11	43.46
White Non-Hispanic Households with Income \$125,000 to \$149,999	34,914	63,281	101,030	81.25	59.65
White Non-Hispanic Households with Income \$150,000 to \$199,999	29,319	47,328	68,863	61.42	45.50
White Non-Hispanic Households with Income \$200,000 and Over	31,263	53,810	80,201	72.12	49.04

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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