

THE NAIS DEMOGRAPHIC CENTER

Metropolitan Area Reports

CBSA¹: Tampa-St. Petersburg-Clearwater, FL²

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. During 2000–2008, the Tampa-St. Petersburg-Clearwater metropolitan area reported an increase in the numbers of households with children of school age from 285,183 to 302,982 (a difference of 6.24 percent). This positive trend is expected to continue during the next five years, totaling 347,893 in 2013 (14.82 percent increase).
2. In addition, all school population groups are expected to increase during the next five years, with expected growth rates ranging from 4.54 percent (children ages 5 to 9) to 8.45 percent (children younger than five years old).
3. By gender, the female school population is expected to grow by 5.46 percent by the year 2013, from 290,540 to 306,402, while the male school population is predicted to grow by 6.96 percent, from 315,597 in 2008, to 337,561 in 2013.

Rising Numbers of Young Children and Teenagers

4. In absolute numbers, the largest group in 2008 was children between five and nine years old, at 173,505, followed by children younger than five years old, at 164,361. While both groups recorded the highest percent increases during 2000–2008, at 15.55 percent and 19.24 percent, respectively, they are predicted to continue growing at lower, but still significant rates, reaching 181,393 and 178,244, respectively, by 2013.
5. By age and gender, male children ages five to nine years old are expected to be the largest group in the Tampa-St. Petersburg-Clearwater metropolitan area by 2013, at 96,415. However, other groups are expected to record the highest growth rates: boys younger than five years old, at 9.04 percent, from 85,463 in 2008 to 93,185, in 2013; followed by girls in the same age group, at 7.81 percent, from 78,898 in 2008 to 85,059 in 2013; and male teenagers ages 14 to 17 years old, who are expected to increase at 7.31 percent, from 69,969 in 2008 to 75,081 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: Hernando, FL 12053; Hillsborough, FL 12057; Pasco, FL 12101; and Pinellas, FL 12103.

6. Given the previous trends, for the next five years, it is anticipated that the nursery or preschool population will expand by 11.17 percent (from 49,211 in 2008 to 54,708 in 2013) while the student population in grades nine to 12 will expand by 10.29 percent (from 147,119 in 2008 to 162,240 in 2013).
7. When broken down by gender, the number of boys attending nursery or preschool is projected to rise by 11.78 percent, from 25,588 in 2008 to 28,601 in 2013; followed by male students attending grades nine to 12 at 10.75 percent, from 76,715 in 2008 to 84,963 in 2013. Also, the female population in grades nine to 12 is anticipated to increase by 9.78 percent during the period 2008–2013, from 70,394 to 77,277.

Growing Numbers of Private School Enrollment

8. Population enrolled in private schools grew by more than 29.47 percent during the period 2000–2008, from 92,341 to 100,034. Similarly, public school enrollment recorded an increase of 22.86 percent during the same period (from 359,143 in 2000 to 441,237 in 2008). By the year 2013, both private and public schools are expected to grow at lower but still significant rates of 8.33 percent and 9.17 percent, respectively.
9. By gender, during the period 2008 to 2013, male pre-primary enrollment in private schools is anticipated to grow by 13.22 percent, from 16,062 to 18,185, while the female pre-primary enrollment is expected to grow by 11.95 percent, from 14,828 in 2008 to 16,606 in 2013. The 2013 anticipated male and female populations for elementary and high school are 34,238 and 31,011, respectively.

Increasing Numbers of Minority Population

10. By race and ethnicity, the principal changes in the Tampa-St. Petersburg-Clearwater area are the growing numbers of minority groups. ‘Other’³ population, Asians, and Hispanics have increased substantially during the years 2000–2008 at 49.07 percent, 41.55 percent, and 40.90 percent, respectively.
11. While the white population is expected to slightly increase from 2,226,113 in 2008 to 2,361,431 in 2013 (a 6.1 percent increase), minority groups are predicted to continue increasing at a high rate through 2013 — particularly the ‘other’ population, which is forecast to grow from 176,887 in 2008 to 233,492 in 2013 (32.00 percent).
12. The Hispanic population is also forecast to continue growing at a lower, but still significant, rate of 22.74 percent, reaching 429,978 in 2013. By that year, Hispanics are expected to represent 14.37 percent of the population in this area, almost four percentage points higher than the African-American population, which is expected to represent 10.60 of the total by 2013.

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.

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, the number of families with children younger than five years old and annual income between \$125,000 and \$149,999 is expected to increase from 4,042 in 2008 to 7,135 in 2013 (an 76.52 percent increase), followed by families in the same income bracket with children between 14 and 17 years old, who are expected to grow from 3,300 in 2008 to 5,739 in 2013 (73.91 percent). In absolute numbers, the largest group among these families is expected to be families with children between five and nine years old and income between \$100,000 and \$124,999 at 11,875 by 2013.
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 an annual income between \$125,000 and \$149,999 are projected to record an increase of 77.45 percent, from 1,987 in 2008 to 3,526 in 2013. A similar trend is expected for Hispanic households with incomes of at least \$100,000 per year. The highest growth rate is projected for Hispanic households with annual incomes between \$125,000 and \$149,999 at 108.09 percent (from 2,781 in 2008 to 5,787 in 2013).
15. Although their numbers are not that large, the number of Asian households with annual incomes of at least \$100,000 per year is also predicted to increase by 2013, especially those households with incomes between \$125,000 and \$149,999 per year, who are expected to more than double their numbers from 756 in 2008 to 1,580 in 2013 (108.99 percent increase).
16. Likewise, 'other households' with annual incomes of at least \$100,000 are forecast to expand. For example, the rate of 'other' families with annual incomes of \$100,000 to \$124,999 is projected to soar at 243.03 percent, from 1,392 in 2008 to 4,775 in 2013.
17. In general, the number of households with home values of \$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 1,102.71 percent during this period. A positive trend is expected to continue through 2013, since people who buy a new house tend to move to bigger and more valuable homes. For instance, the number of owner households with homes valued between \$500,000 and \$749,999 is expected to increase from 16,188 in 2008 to 49,828 in 2013 (a 207.81 percent increase).

Healthy Increase in Population with Higher Education

18. The number of people older than 25 years of age who hold college degrees in the Tampa-St. Petersburg-Clearwater area has increased by 21.15 percent, from 242,621 in 2000 to 298,185 in 2008. This number is expected to continue increasing, but at a lower growth rate by 2013 (10.39 percent). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 124,257 in 2000 to 150,987 in 2008 (21.51 percent), and it is forecast that their numbers will continue to grow by 9.50 percent by the year 2013.

Strategic Considerations for Schools

Given the finds of this report, independent schools in the Tampa-St. Petersburg-Clearwater metropolitan area need to consider what strategies they will implement now to ensure full classrooms in the years ahead. For example, this may mean diversifying their enrollments further 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 they are 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

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>.

admissions, annual giving, financial aid, financial operations, salaries, schools, students, staff, and tuition. Available tools include:

- ✓ **Benchmarking** tools to create custom groups and reports based upon any of the survey variables.
- ✓ **Financing Schools Calculator** to project budgets based on various preferred and possible scenarios to see the impact on the "bottom line" of changes in some of the variables.
- ✓ **Executive Compensation Reports** that you can provide to your board or compensation committee so they can either authorize or perform a comparative compensation study (of salary, other forms of compensation, and benefits) and create a documented "rebuttable presumption" of the reasonableness of the compensation (available only to heads and business managers).

3. **Market Research** — The report, *Marketing Independent Schools to Generation X and Minority Parents* (free to download at www.nais.org/go/advocacy), 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/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>).

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.

- ✓ *Penny-Wise: Paying for Your Child's Independent School Education*
(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: Tampa-St. Petersburg-Clearwater, FL

CBSA Code: 45300

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

State Name: Florida

Dominant Profile: APT20

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Description	2000	2008	2013	% Growth (2000-2008)	% Growth Forecast (2008-2013)
Total Population and Households					
Population	2,395,997	2,747,989	2,991,198	14.69	8.85
Households	1,009,316	1,174,768	1,304,210	16.39	11.02
Households with School Age Population					
Households with Children Age 0 to 17 Years	285,183	302,982	347,893	6.24	14.82
Percent of Households with Children Age 0 to 17 Years	28.26	25.79	26.67	-8.74	3.41
School Age Population					
Population Age 0 to 17 Years	524,911	606,137	643,963	15.47	6.24
Population Age 0 to 4 Years	137,837	164,361	178,244	19.24	8.45
Population Age 5 to 9 Years	150,158	173,505	181,383	15.55	4.54
Population Age 10 to 13 Years	120,671	134,098	140,966	11.13	5.12
Population Age 14 to 17 Years	116,245	134,173	143,370	15.42	6.85
School Age Population by Gender					
Male Population Age 0 to 17 Years	269,397	315,597	337,561	17.15	6.96
Female Population Age 0 to 17 Years	255,514	290,540	306,402	13.71	5.46
Male School Age Population by Age					
Male Population Age 0 to 4 Years	70,703	85,463	93,185	20.88	9.04
Male Population Age 5 to 9 Years	76,968	91,005	96,415	18.24	5.94
Male Population Age 10 to 13 Years	61,794	69,160	72,880	11.92	5.38
Male Population Age 14 to 17 Years	59,932	69,969	75,081	16.75	7.31
Female School Age Population by Age					
Female Population Age 0 to 4 Years	67,134	78,898	85,059	17.52	7.81

Female Population Age 5 to 9 Years	73,190	82,500	84,968	12.72	2.99
Female Population Age 10 to 13 Years	58,878	64,938	68,086	10.29	4.85
Female Population Age 14 to 17 Years	56,312	64,204	68,289	14.01	6.36
Population in School					
Nursery or Preschool	40,792	49,211	54,708	20.64	11.17
Kindergarten	30,233	38,046	41,051	25.84	7.90
Grades 1 to 4	120,933	152,186	164,204	25.84	7.90
Grades 5 to 8	121,481	147,026	159,519	21.03	8.50
Grades 9 to 12	117,025	147,109	162,240	25.71	10.29
Population in School by Gender					
Male Enrolled in School	220,952	277,909	305,140	25.78	9.80
Female Enrolled in School	209,512	255,669	276,582	22.03	8.18
Male Population in School by Grade					
Male Nursery or Preschool	20,924	25,588	28,601	22.29	11.78
Male Kindergarten	15,497	19,956	21,821	28.77	9.35
Male Grades 1 to 4	61,988	79,823	87,284	28.77	9.35
Male Grades 5 to 8	62,208	75,828	82,472	21.89	8.76
Male Grades 9 to 12	60,335	76,715	84,963	27.15	10.75
Female Population in School by Grade					
Female Nursery or Preschool	19,868	23,623	26,107	18.90	10.52
Female Kindergarten	14,736	18,091	19,230	22.77	6.30
Female Grades 1 to 4	58,945	72,363	76,921	22.76	6.30
Female Grades 5 to 8	59,273	71,198	77,047	20.12	8.22
Female Grades 9 to 12	56,690	70,394	77,277	24.17	9.78
Population in School					
Education, Total Enrollment (Pop 3+)	430,464	533,578	581,722	23.95	9.02
Education, Not Enrolled in School (Pop 3+)	1,765,248	1,990,777	2,167,079	12.78	8.86
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	71,321	92,341	100,034	29.47	8.33
Education, Enrolled Private Preprimary (Pop 3+)	22,639	30,890	34,785	36.45	12.61
Education, Enrolled Private Elementary or High School (Pop 3+)	48,682	61,451	65,249	26.23	6.18

Education, Enrolled Public Schools (Pop 3+)	359,143	441,237	481,688	22.86	9.17
Education, Enrolled Public Preprimary (Pop 3+)	18,153	18,321	19,923	0.93	8.74
Education, Enrolled Public Elementary or High School (Pop 3+)	340,990	422,916	461,765	24.03	9.19
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	36,602	48,074	52,423	31.34	9.05
Male Education, Enrolled Private Preprimary (Pop 3+)	11,613	16,062	18,185	38.31	13.22
Male Education, Enrolled Private Elementary or High School (Pop 3+)	24,990	32,012	34,238	28.10	6.95
Male Education, Enrolled Public Schools (Pop 3+)	184,350	229,836	252,717	24.67	9.96
Male Education, Enrolled Public Preprimary (Pop 3+)	9,312	9,526	10,416	2.30	9.34
Male Education, Enrolled Public Elementary or High School (Pop 3+)	175,038	220,309	242,301	25.86	9.98
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	34,719	44,267	47,611	27.50	7.55
Female Education, Enrolled Private Preprimary (Pop 3+)	11,026	14,828	16,600	34.48	11.95
Female Education, Enrolled Private Elementary or High School (Pop 3+)	23,692	29,439	31,011	24.26	5.34
Female Education, Enrolled Public Schools (Pop 3+)	174,793	211,401	228,971	20.94	8.31
Female Education, Enrolled Public Preprimary (Pop 3+)	8,841	8,795	9,507	-0.52	8.10
Female Education, Enrolled Public Elementary or High School (Pop 3+)	165,952	202,607	219,464	22.09	8.32
Population by Race					
White Population, Alone	1,986,503	2,226,113	2,361,431	12.06	6.08
Black Population, Alone	244,457	279,350	317,130	14.27	13.52
Asian Population, Alone	46,373	65,639	79,145	41.55	20.58
Other Population	118,664	176,887	233,492	49.07	32.00
Population by Ethnicity					
Hispanic Population	248,642	350,329	429,978	40.90	22.74
White Non-Hispanic Population	1,821,955	1,994,145	2,088,638	9.45	4.74
Population by Race As Percent of Total Population					
Percent of White Population, Alone	82.91	81.01	78.95	-2.29	-2.54
Percent of Black Population, Alone	10.20	10.17	10.60	-0.29	4.23

Percent of Asian Population, Alone	1.94	2.39	2.65	23.20	10.88
Percent of Other Population	4.95	6.44	7.81	30.10	21.27
Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	10.38	12.75	14.37	22.83	12.71
Percent of White Non-Hispanic Population	76.04	72.57	69.83	-4.56	-3.78
Educational Attainment					
Education Attainment, College (Pop 25+)	242,621	298,145	329,132	22.89	10.39
Education Attainment, Graduate Degree (Pop 25+)	124,257	150,987	165,326	21.51	9.50
Household Income					
Household Income, Median (\$)	37,954	47,491	61,384	25.13	29.25
Household Income, Average (\$)	50,863	64,431	83,554	26.68	29.68
Households by Income					
Households with Income Less than \$25,000	317,089	280,103	213,171	-11.66	-23.90
Households with Income \$25,000 to \$49,999	332,178	339,820	321,510	2.30	-5.39
Households with Income \$50,000 to \$74,999	182,813	223,876	257,864	22.46	15.18
Households with Income \$75,000 to \$99,999	82,831	144,773	217,565	74.78	50.28
Households with Income \$100,000 to \$124,999	40,096	76,547	121,112	90.91	58.22
Households with Income \$125,000 to \$149,999	18,318	42,639	72,700	132.77	70.50
Households with Income \$150,000 to \$199,999	16,560	29,370	42,935	77.36	46.19
Households with Income \$200,000 and Over	19,431	37,640	57,353	93.71	52.37
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	3,942	7,257	11,670	84.09	60.81
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	4,294	7,661	11,875	78.41	55.01
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	3,451	5,921	9,229	71.57	55.87
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	3,324	5,924	9,386	78.22	58.44
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	1,770	4,042	7,135	128.36	76.52
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	1,928	4,267	7,261	121.32	70.17
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	1,549	3,298	5,643	112.91	71.10

Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	1,493	3,300	5,739	121.03	73.91
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	1,610	2,720	4,155	68.94	52.76
Families with one or more children aged 5-9 and Income \$150,000 to \$199,999	1,754	2,871	4,229	63.68	47.30
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	1,409	2,219	3,286	57.49	48.08
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	1,358	2,220	3,342	63.48	50.54
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	1,035	1,913	3,032	84.83	58.49
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	1,128	2,019	3,085	78.99	52.80
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	906	1,561	2,398	72.30	53.62
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	873	1,562	2,438	78.92	56.08
Families with one or more children aged 0-4 and Income \$350,000 and over	787	1,553	2,457	97.33	58.21
Families with one or more children aged 5-9 and Income \$350,000 and over	857	1,639	2,500	91.25	52.53
Families with one or more children aged 10-13 and Income \$350,000 and over	689	1,267	1,943	83.89	53.35
Families with one or more children aged 14-17 and Income \$350,000 and over	664	1,268	1,976	90.96	55.84
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	672,667	678,599	651,472	0.88	-4.00
Housing, Owner Households Valued \$250,000-\$299,999	15,375	63,393	68,620	312.31	8.25
Housing, Owner Households Valued \$300,000-\$399,999	12,924	24,068	81,562	86.23	238.88
Housing, Owner Households Valued \$400,000-\$499,999	5,437	45,095	46,947	729.41	4.11
Housing, Owner Households Valued \$500,000-\$749,999	4,918	16,188	49,828	229.16	207.81
Housing, Owner Households Valued \$750,000-\$999,999	1,810	21,769	41,463	1102.71	90.47
Housing, Owner Households Valued More than \$1,000,000	1,810	11,665	33,170	544.48	184.35
Households by Length of Residence					
Length of Residence Less than 2 Years	64,836	112,380	150,029	73.33	33.50
Length of Residence 3 to 5 Years	97,254	168,570	225,044	73.33	33.50
Length of Residence 6 to 10 Years	297,188	344,568	381,832	15.94	10.81
Length of Residence More than 10 Years	550,039	549,250	547,306	-0.14	-0.35
Households by Race and Income					

White Households by Income					
White Households with Income Less than \$25,000	261,929	221,874	161,206	-15.29	-27.34
White Households with Income \$25,000 to \$49,999	286,393	281,595	256,783	-1.68	-8.81
White Households with Income \$50,000 to \$74,999	162,534	193,699	215,499	19.17	11.25
White Households with Income \$75,000 to \$99,999	75,159	128,063	184,669	70.39	44.20
White Households with Income \$100,000 to \$124,999	37,148	69,107	105,074	86.03	52.05
White Households with Income \$125,000 to \$149,999	17,042	39,212	65,943	130.09	68.17
White Households with Income \$150,000 to \$199,999	15,725	27,405	39,972	74.28	45.86
White Households with Income \$200,000 and Over	18,018	34,958	52,767	94.02	50.94
Black Households by Income					
Black Households with Income Less than \$25,000	38,657	34,239	30,952	-11.43	-9.60
Black Households with Income \$25,000 to \$49,999	27,251	30,489	34,763	11.88	14.02
Black Households with Income \$50,000 to \$74,999	12,286	16,827	20,888	36.96	24.13
Black Households with Income \$75,000 to \$99,999	4,521	10,506	17,566	132.38	67.20
Black Households with Income \$100,000 to \$124,999	1,543	4,768	8,533	209.01	78.96
Black Households with Income \$125,000 to \$149,999	621	1,987	3,526	219.97	77.45
Black Households with Income \$150,000 to \$199,999	347	980	1,359	182.42	38.67
Black Households with Income \$200,000 and Over	775	1,390	1,927	79.35	38.63
Asian Households by Income					
Asian Households with Income Less than \$25,000	3,226	3,888	2,780	20.52	-28.50
Asian Households with Income \$25,000 to \$49,999	5,293	6,766	6,614	27.83	-2.25
Asian Households with Income \$50,000 to \$74,999	2,904	4,464	5,095	53.72	14.14
Asian Households with Income \$75,000 to \$99,999	1,166	2,462	5,531	111.15	124.65
Asian Households with Income \$100,000 to \$124,999	708	1,280	2,730	80.79	113.28
Asian Households with Income \$125,000 to \$149,999	286	756	1,580	164.34	108.99
Asian Households with Income \$150,000 to \$199,999	276	560	710	102.90	26.79
Asian Households with Income \$200,000 and Over	391	819	1,579	109.46	92.80
Other Households by Income					
Other Households with Income Less than \$25,000	13,277	20,102	18,233	51.40	-9.30
Other Households with Income \$25,000 to \$49,999	13,241	20,970	23,350	58.37	11.35
Other Households with Income \$50,000 to \$74,999	5,089	8,886	16,382	74.61	84.36
Other Households with Income \$75,000 to \$99,999	1,985	3,742	9,799	88.51	161.87
Other Households with Income \$100,000 to \$124,999	697	1,392	4,775	99.71	243.03

Other Households with Income \$125,000 to \$149,999	369	684	1,651	85.37	141.37
Other Households with Income \$150,000 to \$199,999	212	425	894	100.47	110.35
Other Households with Income \$200,000 and Over	247	473	1,080	91.50	128.33
Households by Ethnicity and Income					
Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	27,513	34,487	32,300	25.35	-6.34
Hispanic Households with Income \$25,000 to \$49,999	27,710	38,226	42,528	37.95	11.25
Hispanic Households with Income \$50,000 to \$74,999	13,209	22,585	32,186	70.98	42.51
Hispanic Households with Income \$75,000 to \$99,999	5,258	12,319	24,365	134.29	97.78
Hispanic Households with Income \$100,000 to \$124,999	2,252	5,689	12,045	152.62	111.72
Hispanic Households with Income \$125,000 to \$149,999	904	2,781	5,787	207.63	108.09
Hispanic Households with Income \$150,000 to \$199,999	627	1,640	2,766	161.56	68.66
Hispanic Households with Income \$200,000 and Over	841	1,827	3,114	117.24	70.44
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	242,440	203,173	143,723	-16.20	-29.26
White Non-Hispanic Households with Income \$25,000 to \$49,999	268,929	258,734	230,530	-3.79	-10.90
White Non-Hispanic Households with Income \$50,000 to \$74,999	153,098	175,043	192,132	14.33	9.76
White Non-Hispanic Households with Income \$75,000 to \$99,999	70,968	112,413	162,098	58.40	44.20
White Non-Hispanic Households with Income \$100,000 to \$124,999	35,167	60,285	91,836	71.42	52.34
White Non-Hispanic Households with Income \$125,000 to \$149,999	16,205	33,972	58,176	109.64	71.25
White Non-Hispanic Households with Income \$150,000 to \$199,999	15,051	24,272	35,576	61.27	46.57
White Non-Hispanic Households with Income \$200,000 and Over	17,161	31,103	47,605	81.24	53.06

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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