

# THE NAIS DEMOGRAPHIC CENTER

## 2009 Metropolitan Area Reports

### CBSA<sup>1</sup>: Atlanta-Sandy Springs-Marietta, GA<sup>2</sup>

*Metropolitan Area Reports summarize key demographic changes for a specific geographic region, suggest strategic considerations for schools given these changes, and offer resources that can assist schools in dealing with an ever-changing marketplace. For specific demographic reports for your geographic region, please visit the NAIS Demographic Center at [www.nais.org/go/demographics](http://www.nais.org/go/demographics).*

### Key Findings

#### School Age Population

1. During 2000-2009, the metropolitan area of Atlanta-Sandy Springs-Marietta reported an increase in the number of households with children of school age from 607,337 to 733,278 (20.74 percent). Furthermore, their numbers are expected to grow by 14.31 percent during the next five years, totaling 838,242 in 2014.
2. The school age population group is also expected to increase through 2014. After recording a growth rate of 28.96 percent during the period 2000-2009, the school population age 0 to 17 years is projected to rise by 10.46 percent from 1,458,634 in 2009 to 1,611,153 in 2014.
3. By gender, the female school population is expected to increase by 9.17 percent in 2014, from 697,470 to 761,412, while the male school population is predicted to grow by 10.27 percent, from 749,275 in 2009 to 826,195 in 2014.

#### Number of Children

4. By age and gender, the largest growth rate is expected for boys younger than five years of age, from 227,507 in 2009 to 267,279 in 2014 (17.48 percent), followed by girls in the same age group from 211,273 in 2009 to 245,668 in 2014 (16.01 percent).
5. In absolute numbers, the largest group in 2009 was children younger than five years old, at 439,280, followed by children between five and nine years old, at 415,268. While the first group recorded the highest percent increase during 2000-2009, at 38.16 percent, it is predicted to continue growing at a rate of 16.77 percent, reaching 512,947 by 2014.

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

<sup>2</sup> This CBSA includes the following counties: Barrow, GA 13013; Bartow, GA 13015; Butts, GA 13035; Carroll, GA 13045; Cherokee, GA 13057; Clayton, GA 13063; Cobb, GA 13067; Coweta, GA 13077; Dawson, GA 13085; DeKalb, GA 13089; Douglas, GA 13097; Fayette, GA 13113; Forsyth, GA 13117; Fulton, GA 13121; Gwinnett, GA 13135; Haralson, GA 13143; Heard, GA 13149; Henry, GA 13151; Jasper, GA 13159; Lamar, GA 13171; Meriwether, GA 13199; Newton, GA 13217; Paulding, GA 13223; Pickens, GA 13227; Pike, GA 13231; Rockdale, GA 13247; Spalding, GA 13255; and Walton, GA 13297.

6. Given the previous findings, the kindergarten population and the population in grades one to four are expected increase by 12.23 percent each between 2009 and 2014, while nursery or preschool is expected to grow by 16.28 percent (from 136,829 in 2009 to 159,107 in 2014). When broken down by gender, the number of girls and boys attending nursery or preschool are projected to rise by 15.52 percent and 16.99 percent, respectively, during the period 2009-2014.

### **Enrollment in Private Schools**

7. The population enrolled in private schools grew by more than 47 percent during 2000- 2009; however, this growth rate is expected to increase by 13.60 in 2014 (from 186,190 in 2009 to 211,506 in 2014). Likewise, while total public school enrollment grew during 2000-2009 by 37.96 percent, it is projected to continue growing at a lower rate of 12.29 percent, between 2009 and 2014.
8. By gender during 2009-2014, male preprimary enrollment in private schools is anticipated to grow by 12.34 percent (from 29,491 in 2009 to 33,130 in 2014); while the female preprimary enrollment is expected grow by 18.79 percent (from 38,513 in 2009 to 45,750 in 2014). Further, the anticipated male and female enrollment growth rates for elementary and high school are 12.80 percent and 8.61 percent, respectively.

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

9. By race and ethnicity, the principal changes in the Atlanta-Sandy Springs-Marietta area are the growth rates of the Hispanic, Asian, and 'Other'<sup>3</sup> population,' which have increased during the years 2000-2009 at 58.22 percent, 54.15 percent, and 58.10 percent, respectively.
10. While the white population still represents 61 percent of the total population, it is expected to grow from 3,417,849 in 2009 to 3,742,083 in 2014 (9.49 percent). On the contrary, minority groups are predicted to continue increasing between 2009 and 2014, especially the Hispanic population, which is forecasted to grow from 427,846 in 2009 to 525,194 in 2014 (22.75 percent).

### **Numbers of Affluent Families**

11. The number of families with school age children and incomes of at least \$100,000 per year is predicted to increase throughout 2014. In particular, families with children younger than five years old and incomes over \$350,000 per year are expected to increase from 5,460 in 2009 to 9,455 in 2014 (73.17 percent) followed by families with children in the same age group with incomes between \$125,000 and \$149,999 per year, who are expected to increase from 13,573 in 2009 to 22,882 in 2014 (68.58 percent).
12. The number of African American households with incomes of at least \$100,000 per year is projected to continue growing through 2014. In particular, households with

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

annual incomes between \$125,000 and \$149,999 per year are projected to record an increase of 63.27 percent, from 13,966 in 2009 to 22,802 in 2014. A similar trend is expected for Asian households with incomes of at least \$100,000 per year. The highest growth rate is projected for Asian households with annual incomes over \$200,000 per year at 180.19 percent, from 2,221 in 2009 to 6,223 in 2014.

13. Although their numbers are not that large, 'Other households' with annual incomes of at least \$100,000 per year are also predicted to more than double their numbers by 2014, especially those households with incomes over \$200,000 per year, who are expected to increase, from 907 in 2009 to 2,721 in 2014 (200.00 percent).
14. Likewise, Hispanic households with annual incomes of at least \$100,000 per year are forecasted to expand. For example, Hispanic families with annual incomes between \$125,000 and \$149,999 per year are projected to soar from 2,824 in 2009 to 5,915 in 2014 (109.45 percent).
15. In general, the number of households with homes valued over \$500,000 reported record growth numbers during the period 2000-2009. In particular, the number of households with homes valued between \$750,000 and \$999,999 increased by 756.75 percent during this period. A positive trend is projected to continue through 2014. For instance, the number of owner households with homes valued between \$500,000 and \$749,999 is expected to increase from 43,757 in 2009 to 67,845 in 2014 (55.05 percent).

### **Population with Higher Education**

16. The number of people older than 25 years of age who hold college degrees in the Atlanta-Sandy Springs-Marietta area increased by 36.88 percent, from 573,565 in 2000 to 785,120 in 2009. This number is expected to grow at a lower rate by 2014 (14.31 percent). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 277,604 in 2000 to 362,594 in 2009 (30.62 percent), and it is forecasted that their numbers will grow by 11.61 percent by the year 2014.

## Strategic Considerations for Schools

Given the findings of this report, independent schools in the Atlanta-Sandy Springs-Marietta metropolitan area need to consider what strategies they will implement now to ensure full classrooms in the years ahead. For example, this may mean further diversifying their enrollment in terms of gender, ethnicity, and income. Some of the questions that schools should consider are:

### General Considerations

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

### Responding to School Age Population

- Does our school have a waiting list? Is the school working at maximum enrollment capacity already? What do our admission statistics look like (inquiries, applications, acceptances, enrollees)? Are there changes that need our attention?
- If our school is in high demand, what tuition policy should it follow?
- What are the demographic changes in the geographic areas from which we recruit students? Are the statistics more favorable in surrounding areas from which we have not traditionally recruited students? What would it take to attract this population?
- What percentage of all children would we need to attract to survive? Is that doable?
- Have we considered merging with another school? Should we consider going coed (for single-sex schools)? How will this affect our mission?
- How many students attending public schools can afford our school? Can we lure them away from the public system? How would we make our case?
- What is the typical profile of families in our school? Do we know why are they enrolling their children in our school?
- Can we work with the local businesses and the chamber of commerce to attract new families to the area?

### Responding to Racial/Ethnic Changes

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

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

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

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

### **Financial Considerations**

- What financial planning do we need to do to help us weather the downturn?
- If our school is facing high demand, what financial planning do we need to ensure a sound use of the resources?
- Are there any building maintenance or improvements that are needed? Can we afford to offer better salaries or benefits? What major investment projects are needed?
- What are the best/most profitable fund-raising activities? Is our school relying mainly on income as a source of revenue? Are there other opportunities for revenue enhancement (non-tuition options)?<sup>4</sup>
- Who are our best donors? What is their profile? Since we are dealing with different generations, do we understand how to attract them? Are they more responsive to mail or online solicitations?
- What types of causes are our donors more inclined to support? How should the school keep them informed about the use of charitable funds?

## **NAIS Resources that Can Help**

1. **Trends** — To stay abreast of changing trends, in addition to the NAIS Demographic Center, school administrators can check the following websites: [www.trendletter.com](http://www.trendletter.com) and/or [www.hermangroup.com](http://www.hermangroup.com). Also, the *NAIS Opinion Leaders' Survey* (free to browse at [www.nais.org](http://www.nais.org) or buy in bulk to share) identifies what demographic, social,

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

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

2. **Benchmarking** — To gather data and conduct benchmark analysis, schools can participate in the StatsOnline<sup>5</sup> annual survey ([www.nais.org/go/statsonline](http://www.nais.org/go/statsonline)) that collects data on admissions, annual giving, financial aid, financial operations, salaries, schools, students, staff, and tuition. Available tools include:
  - ✓ **Benchmarking tools** to create custom groups and reports based upon any of the survey variables.
  - ✓ **Financing Schools Calculator** to project budgets based on various preferred and possible scenarios to see the impact on the "bottom line" of changes in some of the variables.
  - ✓ **Executive Compensation Reports** that you can provide to your board or compensation committee so they can either authorize or perform a comparative compensation study (of salary, other forms of compensation, and benefits) and create a documented "rebuttable presumption" of the reasonableness of the compensation (available only to heads and business managers).
3. **Market Research** — The report, *Marketing Independent Schools to Generation X and Minority Parents* (free to download at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)), provides information on the factors that are relevant to families of color and Generation X parents when selecting schools for their children. It also gives specific advice on which messages to consider when reaching out to particular groups of families. In addition, the *NAIS Public Opinion Poll* (free to download at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)) provides information on characteristics the American public associates with a quality education and their perceptions of independent schools. The members-only version of the report also includes implications and recommendations for ways schools can communicate with constituents about the value of independent education.
4. **Advocacy and Marketing** — NAIS has created several resources to help you in communicating with important constituents like prospective students and families, prospective teachers, the media, and policymakers. They can help you explain the value of independent education and of your school:
  - ✓ *Values Added: The Lifelong Returns of an Independent School Education* (free to download at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)).
  - ✓ Admission and Marketing Tools (brochures, ad templates, video clips, etc. at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy)).

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

- ✓ *Communications Handbook* (free to download at [www.nais.org/go/advocacy](http://www.nais.org/go/advocacy))
- ✓ Parent Admission Brochure (view a sample as a pdf or purchase copies from the online bookstore at <http://transact.nais.org/Purchase/SearchCatalog.aspx>).

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

**ADMISSION AND MARKETING**

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



## EASI NAIS Detailed Trend Report & Analysis - 2009

CBSA Name: Atlanta-Sandy Springs-Marietta, GA

CBSA Code: 12060

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

State Name: Georgia

Dominant Profile: SUB\_BUS

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Description	2000	2009	2014	% Growth (2000-2009)	% Growth Forecast (2009-2014)
Total Population and Households					
Population	4,247,981	5,442,890	6,091,747	28.13	11.92
Households	1,554,154	2,013,213	2,254,359	29.54	11.98
Households with School Age Population					
Households with Children Age 0 to 17 Years	607,337	733,278	838,242	20.74	14.31
Percent of Households with Children Age 0 to 17 Years	39.08	36.42	37.18	-6.81	2.09
School Age Population					
Population Age 0 to 17 Years	1,131,056	1,458,634	1,611,153	28.96	10.46
Population Age 0 to 4 Years	317,949	439,280	512,947	38.16	16.77
Population Age 5 to 9 Years	324,804	415,268	443,798	27.85	6.87
Population Age 10 to 13 Years	250,522	291,723	307,183	16.45	5.30
Population Age 14 to 17 Years	237,781	300,474	323,679	26.37	7.72
School Age Population by Gender					
Male Population Age 0 to 17 Years	579,686	749,275	826,195	29.26	10.27
Female Population Age 0 to 17 Years	551,370	697,470	761,412	26.50	9.17
Male School Age Population by Age					
Male Population Age 0 to 4 Years	162,580	227,507	267,279	39.94	17.48
Male Population Age 5 to 9 Years	165,601	215,720	232,176	30.26	7.63
Male Population Age 10 to 13 Years	128,491	149,764	158,182	16.56	5.62
Male Population Age 14 to 17 Years	123,014	156,284	168,558	27.05	7.85
Female School Age Population by Age					
Female Population Age 0 to 4 Years	155,369	211,773	245,668	36.30	16.01
Female Population Age 5 to 9 Years	159,203	199,548	211,622	25.34	6.05

<b>Female Population Age 10 to 13 Years</b>	122,031	141,959	149,001	16.33	4.96
<b>Female Population Age 14 to 17 Years</b>	114,767	144,190	155,121	25.64	7.58
<b>Population in School</b>					
<b>Nursery or Preschool</b>	99,280	136,829	159,107	37.82	16.28
<b>Kindergarten</b>	65,398	94,136	105,652	43.94	12.23
<b>Grades 1 to 4</b>	261,590	376,542	422,608	43.94	12.23
<b>Grades 5 to 8</b>	252,207	330,648	365,645	31.10	10.58
<b>Grades 9 to 12</b>	239,379	340,566	385,280	42.27	13.13
<b>Population in School by Gender</b>					
<b>Male Enrolled in School</b>	470,676	662,253	748,191	40.70	12.98
<b>Female Enrolled in School</b>	447,178	616,468	690,100	37.86	11.94
<b>Male Population in School by Grade</b>					
<b>Male Nursery or Preschool</b>	50,766	70,865	82,905	39.59	16.99
<b>Male Kindergarten</b>	33,343	48,901	55,273	46.66	13.03
<b>Male Grades 1 to 4</b>	133,372	195,603	221,090	46.66	13.03
<b>Male Grades 5 to 8</b>	129,355	169,747	188,287	31.23	10.92
<b>Male Grades 9 to 12</b>	123,841	177,137	200,637	43.04	13.27
<b>Female Population in School by Grade</b>					
<b>Female Nursery or Preschool</b>	48,514	65,964	76,202	35.97	15.52
<b>Female Kindergarten</b>	32,055	45,235	50,379	41.12	11.37
<b>Female Grades 1 to 4</b>	128,219	180,939	201,517	41.12	11.37
<b>Female Grades 5 to 8</b>	122,852	160,901	177,358	30.97	10.23
<b>Female Grades 9 to 12</b>	115,538	163,429	184,643	41.45	12.98
<b>Population in School</b>					
<b>Education, Total Enrollment (Pop 3+)</b>	917,854	1,278,721	1,438,291	39.32	12.48
<b>Education, Not Enrolled in School (Pop 3+)</b>	2,913,449	3,645,525	4,073,749	25.13	11.75
<b>Population in Public vs Private School</b>					
<b>Education, Enrolled Private Schools (Pop 3+)</b>	125,949	186,190	211,506	47.83	13.60
<b>Education, Enrolled Private Preprimary (Pop 3+)</b>	49,293	79,887	95,525	62.07	19.58
<b>Education, Enrolled Private Elementary or High School (Pop 3+)</b>	76,656	106,303	115,981	38.68	9.10
<b>Education, Enrolled Public Schools (Pop 3+)</b>	791,905	1,092,531	1,226,785	37.96	12.29
<b>Education, Enrolled Public Preprimary (Pop 3+)</b>	49,987	56,942	63,582	13.91	11.66

<b>Education, Enrolled Public Elementary or High School (Pop 3+)</b>	741,918	1,035,589	1,163,203	39.58	12.32
<b>Population in Public vs Private School by Gender</b>					
<b>Male Population in Public vs Private School</b>					
<b>Male Education, Enrolled Private Schools (Pop 3+)</b>	64,528	96,429	110,095	49.44	14.17
<b>Male Education, Enrolled Private Preprimary (Pop 3+)</b>	25,205	41,374	49,775	64.15	20.31
<b>Male Education, Enrolled Private Elementary or High School (Pop 3+)</b>	39,323	55,055	60,320	40.01	9.56
<b>Male Education, Enrolled Public Schools (Pop 3+)</b>	406,148	565,824	638,096	39.31	12.77
<b>Male Education, Enrolled Public Preprimary (Pop 3+)</b>	25,560	29,491	33,130	15.38	12.34
<b>Male Education, Enrolled Public Elementary or High School (Pop 3+)</b>	380,588	536,333	604,966	40.92	12.80
<b>Female Population in Public vs Private School</b>					
<b>Female Education, Enrolled Private Schools (Pop 3+)</b>	61,421	89,761	101,411	46.14	12.98
<b>Female Education, Enrolled Private Preprimary (Pop 3+)</b>	24,088	38,513	45,750	59.88	18.79
<b>Female Education, Enrolled Private Elementary or High School (Pop 3+)</b>	37,333	51,248	55,661	37.27	8.61
<b>Female Education, Enrolled Public Schools (Pop 3+)</b>	385,757	526,707	588,689	36.54	11.77
<b>Female Education, Enrolled Public Preprimary (Pop 3+)</b>	24,427	27,451	30,452	12.38	10.93
<b>Female Education, Enrolled Public Elementary or High School (Pop 3+)</b>	361,330	499,256	558,237	38.17	11.81
<b>Population by Race</b>					
<b>White Population, Alone</b>	2,695,458	3,417,849	3,742,083	26.80	9.49
<b>Black Population, Alone</b>	1,216,931	1,499,927	1,696,234	23.25	13.09
<b>Asian Population, Alone</b>	138,061	212,818	252,789	54.15	18.78
<b>Other Population</b>	197,531	312,296	400,641	58.10	28.29
<b>Population by Ethnicity</b>					
<b>Hispanic Population</b>	270,407	427,846	525,194	58.22	22.75
<b>White Non-Hispanic Population</b>	2,565,490	3,192,106	3,486,636	24.42	9.23
<b>Population by Race As Percent of Total Population</b>					
<b>Percent of White Population, Alone</b>	63.45	62.79	61.43	-1.04	-2.17
<b>Percent of Black Population, Alone</b>	28.65	27.56	27.84	-3.80	1.02
<b>Percent of Asian Population, Alone</b>	3.25	3.91	4.15	20.31	6.14
<b>Percent of Other Population</b>	4.65	5.74	6.58	23.44	14.63

<b>Population by Ethnicity As Percent of Total Population</b>					
<b>Percent of Hispanic Population</b>	6.37	7.86	8.62	23.39	9.67
<b>Percent of White Non-Hispanic Population</b>	60.39	58.65	57.24	-2.88	-2.40
<b>Educational Attainment</b>					
<b>Education Attainment, College (Pop 25+)</b>	573,565	785,120	897,450	36.88	14.31
<b>Education Attainment, Graduate Degree (Pop 25+)</b>	277,604	362,594	404,675	30.62	11.61
<b>Household Income</b>					
<b>Household Income, Median (\$)</b>	52,285	58,862	69,764	12.58	18.52
<b>Household Income, Average (\$)</b>	66,985	75,533	93,282	12.76	23.50
<b>Households by Income</b>					
<b>Households with Income Less than \$25,000</b>	315,914	355,866	321,178	12.65	-9.75
<b>Households with Income \$25,000 to \$49,999</b>	430,046	499,938	459,186	16.25	-8.15
<b>Households with Income \$50,000 to \$74,999</b>	340,446	425,412	438,707	24.96	3.13
<b>Households with Income \$75,000 to \$99,999</b>	200,394	288,082	365,406	43.76	26.84
<b>Households with Income \$100,000 to \$124,999</b>	110,259	170,775	244,827	54.89	43.36
<b>Households with Income \$125,000 to \$149,999</b>	56,083	98,604	157,894	75.82	60.13
<b>Households with Income \$150,000 to \$199,999</b>	49,942	81,439	120,143	63.07	47.53
<b>Households with Income \$200,000 and Over</b>	51,070	93,097	147,018	82.29	57.92
<b>Families by Age of Children and Income</b>					
<b>Families with one or more children aged 0-4 and Income \$100,000 to \$124,999</b>	14,649	23,164	34,872	58.13	50.54
<b>Families with one or more children aged 5-9 and Income \$100,000 to \$124,999</b>	14,965	21,897	30,171	46.32	37.79
<b>Families with one or more children aged 10-13 and Income \$100,000 to \$124,999</b>	11,542	15,383	20,884	33.28	35.76
<b>Families with one or more children aged 14-17 and Income \$100,000 to \$124,999</b>	10,955	15,844	22,005	44.63	38.89
<b>Families with one or more children aged 0-4 and Income \$125,000 to \$149,999</b>	7,510	13,573	22,882	80.73	68.58
<b>Families with one or more children aged 5-9 and Income \$125,000 to \$149,999</b>	7,672	12,831	19,797	67.24	54.29
<b>Families with one or more children aged 10-13 and Income \$125,000 to \$149,999</b>	5,917	9,014	13,703	52.34	52.02
<b>Families with one or more children aged 14-17 and Income \$125,000 to \$149,999</b>	5,616	9,284	14,439	65.31	55.53
<b>Families with one or more children aged 0-4 and Income \$150,000 to \$199,999</b>	6,834	11,339	17,594	65.92	55.16
<b>Families with one or more children aged 5-9 and</b>					

<b>Income \$150,000 to \$199,999</b>	6,981	10,719	15,222	53.55	42.01
<b>Families with one or more children aged 10-13 and Income \$150,000 to \$199,999</b>	5,385	7,530	10,536	39.83	39.92
<b>Families with one or more children aged 14-17 and Income \$150,000 to \$199,999</b>	5,111	7,756	11,102	51.75	43.14
<b>Families with one or more children aged 0-4 and Income \$200,000 to \$349,999</b>	3,987	7,590	12,462	90.37	64.19
<b>Families with one or more children aged 5-9 and Income \$200,000 to \$349,999</b>	4,073	7,175	10,782	76.16	50.27
<b>Families with one or more children aged 10-13 and Income \$200,000 to \$349,999</b>	3,141	5,041	7,463	60.49	48.05
<b>Families with one or more children aged 14-17 and Income \$200,000 to \$349,999</b>	2,982	5,192	7,864	74.11	51.46
<b>Families with one or more children aged 0-4 and Income \$350,000 and over</b>	2,933	5,460	9,455	86.16	73.17
<b>Families with one or more children aged 5-9 and Income \$350,000 and over</b>	2,996	5,162	8,180	72.30	58.47
<b>Families with one or more children aged 10-13 and Income \$350,000 and over</b>	2,311	3,626	5,662	56.90	56.15
<b>Families with one or more children aged 14-17 and Income \$350,000 and over</b>	2,194	3,735	5,966	70.24	59.73
<b>Households by Home Value</b>					
<b>Housing, Owner Households Valued Less than \$250,000</b>	881,369	922,578	956,445	4.68	3.67
<b>Housing, Owner Households Valued \$250,000-\$299,999</b>	55,439	155,397	171,696	180.30	10.49
<b>Housing, Owner Households Valued \$300,000-\$399,999</b>	51,740	79,354	116,397	53.37	46.68
<b>Housing, Owner Households Valued \$400,000-\$499,999</b>	21,858	118,744	148,938	443.25	25.43
<b>Housing, Owner Households Valued \$500,000-\$749,999</b>	17,665	43,757	67,845	147.70	55.05
<b>Housing, Owner Households Valued \$750,000-\$999,999</b>	5,736	49,143	69,789	756.75	42.01
<b>Housing, Owner Households Valued More than \$1,000,000</b>	5,008	19,460	30,390	288.58	56.17
<b>Households by Length of Residence</b>					
<b>Length of Residence Less than 2 Years</b>	110,788	444,370	628,947	301.10	41.54
<b>Length of Residence 3 to 5 Years</b>	166,182	666,555	943,420	301.10	41.54
<b>Length of Residence 6 to 10 Years</b>	504,769	591,241	634,609	17.13	7.34
<b>Length of Residence More than 10 Years</b>	772,414	311,047	47,384	-59.73	-84.77
<b>Households by Race and Income</b>					
<b>White Households by Income</b>					
<b>White Households with Income Less than \$25,000</b>	167,018	177,246	149,776	6.12	-15.50
<b>White Households with Income \$25,000 to \$49,999</b>	265,491	290,397	245,997	9.38	-15.29
<b>White Households with Income \$50,000 to \$74,999</b>	235,822	281,977	271,265	19.57	-3.80

<b>White Households with Income \$75,000 to \$99,999</b>	150,826	209,617	250,416	38.98	19.46
<b>White Households with Income \$100,000 to \$124,999</b>	88,943	132,602	181,911	49.09	37.19
<b>White Households with Income \$125,000 to \$149,999</b>	46,070	80,156	124,791	73.99	55.69
<b>White Households with Income \$150,000 to \$199,999</b>	42,197	67,493	97,235	59.95	44.07
<b>White Households with Income \$200,000 and Over</b>	45,176	81,831	125,025	81.14	52.78
<b>Black Households by Income</b>					
<b>Black Households with Income Less than \$25,000</b>	129,848	143,454	140,757	10.48	-1.88
<b>Black Households with Income \$25,000 to \$49,999</b>	136,630	161,407	166,045	18.13	2.87
<b>Black Households with Income \$50,000 to \$74,999</b>	84,907	110,423	127,166	30.05	15.16
<b>Black Households with Income \$75,000 to \$99,999</b>	39,689	62,409	86,569	57.25	38.71
<b>Black Households with Income \$100,000 to \$124,999</b>	16,031	29,682	46,974	85.15	58.26
<b>Black Households with Income \$125,000 to \$149,999</b>	7,259	13,966	22,802	92.40	63.27
<b>Black Households with Income \$150,000 to \$199,999</b>	5,137	9,456	14,863	84.08	57.18
<b>Black Households with Income \$200,000 and Over</b>	4,171	8,138	13,049	95.11	60.35
<b>Asian Households by Income</b>					
<b>Asian Households with Income Less than \$25,000</b>	6,911	10,936	8,999	58.24	-17.71
<b>Asian Households with Income \$25,000 to \$49,999</b>	11,442	17,975	14,394	57.10	-19.92
<b>Asian Households with Income \$50,000 to \$74,999</b>	9,277	14,605	16,242	57.43	11.21
<b>Asian Households with Income \$75,000 to \$99,999</b>	4,949	7,973	13,351	61.10	67.45
<b>Asian Households with Income \$100,000 to \$124,999</b>	3,132	5,029	8,348	60.57	66.00
<b>Asian Households with Income \$125,000 to \$149,999</b>	1,664	2,847	6,446	71.09	126.41
<b>Asian Households with Income \$150,000 to \$199,999</b>	1,610	2,848	4,845	76.89	70.12
<b>Asian Households with Income \$200,000 and Over</b>	1,156	2,221	6,223	92.13	180.19
<b>Other Households by Income</b>					
<b>Other Households with Income Less than \$25,000</b>	12,137	24,230	21,646	99.64	-10.66
<b>Other Households with Income \$25,000 to \$49,999</b>	16,483	30,159	32,750	82.97	8.59
<b>Other Households with Income \$50,000 to \$74,999</b>	10,440	18,407	24,034	76.31	30.57
<b>Other Households with Income \$75,000 to \$99,999</b>	4,930	8,083	15,070	63.96	86.44
<b>Other Households with Income \$100,000 to \$124,999</b>	2,153	3,462	7,594	60.80	119.35
<b>Other Households with Income \$125,000 to \$149,999</b>	1,090	1,635	3,855	50.00	135.78
<b>Other Households with Income \$150,000 to \$199,999</b>	998	1,642	3,200	64.53	94.88
<b>Other Households with Income \$200,000 and Over</b>	567	907	2,721	59.96	200.00
<b>Households by Ethnicity and Income</b>					

Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	14,726	23,286	24,146	58.13	3.69
Hispanic Households with Income \$25,000 to \$49,999	20,657	33,086	37,190	60.17	12.40
Hispanic Households with Income \$50,000 to \$74,999	14,236	23,247	29,180	63.30	25.52
Hispanic Households with Income \$75,000 to \$99,999	6,799	12,525	19,489	84.22	55.60
Hispanic Households with Income \$100,000 to \$124,999	3,483	6,318	10,812	81.40	71.13
Hispanic Households with Income \$125,000 to \$149,999	1,364	2,824	5,915	107.04	109.45
Hispanic Households with Income \$150,000 to \$199,999	1,022	2,051	3,575	100.68	74.31
Hispanic Households with Income \$200,000 and Over	920	1,883	3,527	104.67	87.31
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	159,731	168,780	141,411	5.67	-16.22
White Non-Hispanic Households with Income \$25,000 to \$49,999	256,038	278,621	233,348	8.82	-16.25
White Non-Hispanic Households with Income \$50,000 to \$74,999	228,833	270,692	257,495	18.29	-4.88
White Non-Hispanic Households with Income \$75,000 to \$99,999	147,154	198,138	236,155	34.65	19.19
White Non-Hispanic Households with Income \$100,000 to \$124,999	86,782	123,581	170,868	42.40	38.26
White Non-Hispanic Households with Income \$125,000 to \$149,999	45,172	73,267	116,751	62.20	59.35
White Non-Hispanic Households with Income \$150,000 to \$199,999	41,550	62,629	91,730	50.73	46.47
White Non-Hispanic Households with Income \$200,000 and Over	44,390	75,604	118,258	70.32	56.42

**Footnotes:**

In the year 2000, the US Census changed the way it collected race data allowing respondents to report as many race categories as were necessary to identify themselves. Also, note that the federal government considers race and Hispanic origin to be two separate and distinct concepts. Peoples of Hispanic origin can be of any race.

The Median Household Income is the midpoint income in a ranking from low to high. Average Household Income is the sum of all incomes divided by the number of households.

Education Total Enrollment refers to the total population age 3 and above enrolled in school in this geography. Education Not Enrolled in School refers to the total population age 3 and above not enrolled in school in this geography.

Easy Analytic Software, Inc. (EASI) is the source of all updated estimates. All other data are derived from the US Census and other official government sources.

All estimates are as of 1/1/2009 unless otherwise stated.