

THE NAIS DEMOGRAPHIC CENTER

2009 Metropolitan Area Reports

CBSA¹: Baltimore-Towson, MD²

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

Key Findings

School Age Population

1. During 2000-2009, the metropolitan area of Baltimore-Towson reported a decrease in the number of households with children of school age from 347,663 to 342,055 (1.61 percent). Furthermore, their numbers are expected to grow by 3.08 percent during the next five years, totaling 352,594 in 2014.
2. The school age population group is also expected to decrease through 2014. After recording a growth rate of 3.64 percent during the period 2000-2009, the school population age 0 to 17 years is projected to decrease slightly by 0.56 percent from 669,494 in 2009 to 665,720 in 2014.
3. By gender, the female school population is expected to decrease (1.02 percent) by the year 2014, from 323,563 to 320,276, while the male school population is predicted to decrease slightly by 0.14 percent, from 345,931 in 2009 to 345,444 in 2014.

Number of Children

4. By age and gender, the only declines are projected in the number of girls age five to nine years, from 87,845 in 2009 to 82,904 in 2014 (5.62 percent), and boys in the same age group, from 95,401 in 2009 to 91,905 in 2014 (3.66 percent). In contrast, the largest growth rate is expected for boys younger than five years of age, from 94,438 in 2009 to 97,809 in 2014 (3.57 percent), followed by girls in the same age group from 88,434 in 2009 to 90,942 in 2014 (2.84 percent).
5. In absolute numbers, the largest group in 2009 was children between five and nine years old, at 183,246, followed by children younger than five years old, at 182,872. While the first group recorded the highest percent increase during 2000-2009, at 9.67 percent, it is predicted to continue growing at a rate of 3.21 percent, reaching 188,751 by 2014.

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 includes the following counties: Anne Arundel, MD 24003; Baltimore, MD 24005; Carroll, MD 24013; Harford, MD 24025; Howard, MD 24027; Queen Anne's, MD 24035; and Baltimore City, MD 24510.

6. Given the previous findings, the kindergarten population and the population in grades one to four are expected to decrease by 1.46 percent between 2009 and 2014, while nursery or preschool is expected to grow by 5.50 percent (from 52,073 in 2009 to 54,936 in 2014). When broken down by gender, the number of girls and boys attending nursery or preschool are projected to rise by 5.11 percent and 5.86 percent, respectively, during the period 2009-2014.

Enrollment in Private Schools

7. The population enrolled in private schools grew by more than 18 percent during 2000-2009; however, this growth rate is expected to increase slightly by 1.95 percent in 2014 (from 119,289 in 2009 to 121,611 in 2014). Likewise, while total public school enrollment grew during 2000-2009 by 11.87 percent (in spite of the fall of public preprimary by 7.73 percent during the same period), it is projected to continue growing at a rate of 1.54 percent, between 2009 and 2014.
8. By gender during 2009-2014, male preprimary enrollment in private schools is anticipated to grow by 8.84 percent (from 16,399 in 2009 to 17,848 in 2014); while the female preprimary enrollment is expected to grow by 8.06 percent (from 15,356 in 2009 to 16,594 in 2014). Further, the anticipated male and female enrollment growth rates for elementary and high school are 0.04 percent and a decline of 0.91 percent, respectively.

Population by Race and Ethnicity

9. By race and ethnicity, the principal changes in the Baltimore-Towson area are the declining growth rates of the white population, while Hispanics, Asians, and 'Other'³ population, have increased during the years 2000-2009 at 54.22 percent, 34.29 percent, and 39.58 percent, respectively.
10. While the white population still represents over 63 percent of the total population, it is expected to decrease from 1,751,899 in 2009 to 1,731,184 in 2014 (1.18 percent). On the contrary, minority groups are predicted to continue increasing between 2009 and 2014, especially the 'Other' population, which is forecasted to grow from 89,075 in 2009 to 108,760 in 2014 (22.10 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 between \$125,000 and \$149,999 per year are expected to increase from 8,850 in 2009 to 11,876 in 2014 (34.19 percent), followed by families with children in the same age group with incomes between \$200,000 and \$349,999 per year, who are expected to increase from 3,907 in 2009 to 5,169 in 2014 (32.30 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.

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 annual incomes between \$125,000 and \$149,999 per year are projected to record an increase of 42.75 percent, from 10,572 in 2009 to 15,092 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 between \$125,000 and \$149,999 per year at 71.38 percent, from 1,918 in 2009 to 3,287 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 double their numbers by 2014, especially those households with incomes between \$100,000 and \$124,999 per year, who are expected to increase from 1,877 in 2009 to 3,630 in 2014 (93.39 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 \$100,000 and \$124,999 per year are projected to soar from 1,996 in 2009 to 3,042 in 2014 (52.40 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 586.94 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 18,949 in 2009 to 27,481 in 2014 (45.03 percent).

Population with Higher Education

16. The number of people older than 25 years of age who hold college degrees in the Baltimore-Towson area increased by 15.54 percent, from 292,130 in 2000 to 337,540 in 2009. This number is expected to grow by 2014 (5.62 percent increase). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 200,646 in 2000 to 224,509 in 2009 (11.89 percent), and it is forecasted that their numbers will grow by 4.05 percent by the year 2014.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the Baltimore-Towson 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)?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,

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>.

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 StatsOnline⁵ annual survey (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), 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).

⁵ 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)
- ✓ 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/), 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: Baltimore-Towson, MD

CBSA Code: 12580

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

State Name: Maryland

Dominant Profile: NO_CAR

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Description	2000	2009	2014	% Growth (2000- 2009)	% Growth Forecast (2009- 2014)
Total Population and Households					
Population	2,552,994	2,672,609	2,719,076	4.69	1.74
Households	974,071	1,049,699	1,066,719	7.76	1.62
Households with School Age Population					
Households with Children Age 0 to 17 Years	347,663	342,055	352,594	-1.61	3.08
Percent of Households with Children Age 0 to 17 Years	35.69	32.59	33.05	-8.69	1.41
School Age Population					
Population Age 0 to 17 Years	646,004	669,494	665,720	3.64	-0.56
Population Age 0 to 4 Years	166,754	182,872	188,751	9.67	3.21
Population Age 5 to 9 Years	185,722	183,246	174,809	-1.33	-4.60
Population Age 10 to 13 Years	150,734	155,445	155,098	3.13	-0.22
Population Age 14 to 17 Years	142,794	147,931	147,062	3.60	-0.59
School Age Population by Gender					
Male Population Age 0 to 17 Years	330,102	345,931	345,444	4.80	-0.14
Female Population Age 0 to 17 Years	315,902	323,563	320,276	2.43	-1.02
Male School Age Population by Age					
Male Population Age 0 to 4 Years	85,164	94,438	97,809	10.89	3.57
Male Population Age 5 to 9 Years	94,956	95,401	91,905	0.47	-3.66
Male Population Age 10 to 13 Years	77,138	79,953	79,847	3.65	-0.13
Male Population Age 14 to 17 Years	72,844	76,139	75,883	4.52	-0.34
Female School Age Population by Age					
Female Population Age 0 to 4 Years	81,590	88,434	90,942	8.39	2.84
Female Population Age 5 to 9 Years	90,766	87,845	82,904	-3.22	-5.62

Female Population Age 10 to 13 Years	73,596	75,492	75,250	2.58	-0.32
Female Population Age 14 to 17 Years	69,950	71,792	71,180	2.63	-0.85
Population in School					
Nursery or Preschool	46,123	52,073	54,936	12.90	5.50
Kindergarten	37,815	41,553	40,948	9.88	-1.46
Grades 1 to 4	151,260	166,214	163,792	9.89	-1.46
Grades 5 to 8	153,455	176,246	181,654	14.85	3.07
Grades 9 to 12	145,371	167,727	172,243	15.38	2.69
Population in School by Gender					
Male Enrolled in School	272,915	312,038	318,503	14.34	2.07
Female Enrolled in School	261,109	291,775	295,070	11.74	1.13
Male Population in School by Grade					
Male Nursery or Preschool	23,556	26,891	28,467	14.16	5.86
Male Kindergarten	19,334	21,633	21,528	11.89	-0.49
Male Grades 1 to 4	77,336	86,534	86,113	11.89	-0.49
Male Grades 5 to 8	78,531	90,652	93,519	15.43	3.16
Male Grades 9 to 12	74,159	86,328	88,876	16.41	2.95
Female Population in School by Grade					
Female Nursery or Preschool	22,567	25,182	26,469	11.59	5.11
Female Kindergarten	18,481	19,920	19,420	7.79	-2.51
Female Grades 1 to 4	73,924	79,680	77,679	7.79	-2.51
Female Grades 5 to 8	74,924	85,594	88,135	14.24	2.97
Female Grades 9 to 12	71,213	81,399	83,367	14.30	2.42
Population in School					
Education, Total Enrollment (Pop 3+)	534,024	603,813	613,573	13.07	1.62
Education, Not Enrolled in School (Pop 3+)	1,749,999	1,792,580	1,822,667	2.43	1.68
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	100,911	119,289	121,611	18.21	1.95
Education, Enrolled Private Preprimary (Pop 3+)	24,103	31,755	34,442	31.75	8.46
Education, Enrolled Private Elementary or High School (Pop 3+)	76,808	87,534	87,169	13.96	-0.42
Education, Enrolled Public Schools (Pop 3+)	433,113	484,524	491,962	11.87	1.54
Education, Enrolled Public Preprimary (Pop 3+)	22,020	20,318	20,494	-7.73	0.87

Education, Enrolled Public Elementary or High School (Pop 3+)	411,093	464,206	471,468	12.92	1.56
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	51,565	61,638	63,104	19.53	2.38
Male Education, Enrolled Private Preprimary (Pop 3+)	12,310	16,399	17,848	33.22	8.84
Male Education, Enrolled Private Elementary or High School (Pop 3+)	39,255	45,239	45,257	15.24	0.04
Male Education, Enrolled Public Schools (Pop 3+)	221,350	250,401	255,399	13.12	2.00
Male Education, Enrolled Public Preprimary (Pop 3+)	11,246	10,493	10,620	-6.70	1.21
Male Education, Enrolled Public Elementary or High School (Pop 3+)	210,104	239,908	244,779	14.19	2.03
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	49,346	57,651	58,507	16.83	1.48
Female Education, Enrolled Private Preprimary (Pop 3+)	11,793	15,356	16,594	30.21	8.06
Female Education, Enrolled Private Elementary or High School (Pop 3+)	37,553	42,295	41,912	12.63	-0.91
Female Education, Enrolled Public Schools (Pop 3+)	211,763	234,123	236,563	10.56	1.04
Female Education, Enrolled Public Preprimary (Pop 3+)	10,774	9,825	9,874	-8.81	0.50
Female Education, Enrolled Public Elementary or High School (Pop 3+)	200,989	224,298	226,689	11.60	1.07
Population by Race					
White Population, Alone	1,719,315	1,751,899	1,731,184	1.90	-1.18
Black Population, Alone	699,962	737,762	774,174	5.40	4.94
Asian Population, Alone	69,901	93,873	104,958	34.29	11.81
Other Population	63,816	89,075	108,760	39.58	22.10
Population by Ethnicity					
Hispanic Population	51,329	79,161	94,054	54.22	18.81
White Non-Hispanic Population	1,692,851	1,702,135	1,672,951	0.55	-1.71
Population by Race As Percent of Total Population					
Percent of White Population, Alone	67.35	65.55	63.67	-2.67	-2.87
Percent of Black Population, Alone	27.42	27.60	28.47	0.66	3.15
Percent of Asian Population, Alone	2.74	3.51	3.86	28.10	9.97
Percent of Other Population	2.50	3.33	4.00	33.20	20.12

Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	2.01	2.96	3.46	47.26	16.89
Percent of White Non-Hispanic Population	66.31	63.69	61.53	-3.95	-3.39
Educational Attainment					
Education Attainment, College (Pop 25+)	292,130	337,540	356,506	15.54	5.62
Education Attainment, Graduate Degree (Pop 25+)	200,646	224,509	233,609	11.89	4.05
Household Income					
Household Income, Median (\$)	49,980	67,139	78,332	34.33	16.67
Household Income, Average (\$)	63,066	85,754	103,778	35.98	21.02
Households by Income					
Households with Income Less than \$25,000	227,283	178,771	148,181	-21.34	-17.11
Households with Income \$25,000 to \$49,999	259,956	214,028	183,516	-17.67	-14.26
Households with Income \$50,000 to \$74,999	207,799	192,622	176,869	-7.30	-8.18
Households with Income \$75,000 to \$99,999	124,580	165,176	186,045	32.59	12.63
Households with Income \$100,000 to \$124,999	68,039	114,625	139,350	68.47	21.57
Households with Income \$125,000 to \$149,999	32,880	74,255	96,245	125.84	29.61
Households with Income \$150,000 to \$199,999	28,132	52,265	63,215	85.78	20.95
Households with Income \$200,000 and Over	25,402	57,957	73,298	128.16	26.47
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	8,123	13,112	16,263	61.42	24.03
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	9,047	13,139	15,062	45.23	14.64
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	7,343	11,146	13,363	51.79	19.89
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	6,956	10,607	12,671	52.49	19.46
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	3,920	8,850	11,876	125.77	34.19
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	4,366	8,868	10,999	103.11	24.03
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	3,544	7,523	9,759	112.27	29.72
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	3,357	7,159	9,253	113.26	29.25
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	3,380	6,195	7,819	83.28	26.21
Families with one or more children aged 5-9 and					

Income \$150,000 to \$199,999	3,765	6,208	7,241	64.89	16.64
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	3,055	5,266	6,425	72.37	22.01
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	2,894	5,011	6,092	73.15	21.57
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	1,694	3,907	5,169	130.64	32.30
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	1,887	3,915	4,787	107.47	22.27
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	1,531	3,321	4,247	116.92	27.88
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	1,450	3,160	4,027	117.93	27.44
Families with one or more children aged 0-4 and Income \$350,000 and over	1,286	2,995	3,943	132.89	31.65
Families with one or more children aged 5-9 and Income \$350,000 and over	1,433	3,001	3,652	109.42	21.69
Families with one or more children aged 10-13 and Income \$350,000 and over	1,163	2,546	3,240	118.92	27.26
Families with one or more children aged 14-17 and Income \$350,000 and over	1,102	2,423	3,072	119.87	26.78
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	559,149	489,212	454,198	-12.51	-7.16
Housing, Owner Households Valued \$250,000-\$299,999	36,118	81,619	81,233	125.98	-0.47
Housing, Owner Households Valued \$300,000-\$399,999	31,067	39,875	54,484	28.35	36.64
Housing, Owner Households Valued \$400,000-\$499,999	12,240	54,594	64,065	346.03	17.35
Housing, Owner Households Valued \$500,000-\$749,999	9,005	18,949	27,481	110.43	45.03
Housing, Owner Households Valued \$750,000-\$999,999	3,010	20,677	26,873	586.94	29.97
Housing, Owner Households Valued More than \$1,000,000	2,578	8,514	11,954	230.26	40.40
Households by Length of Residence					
Length of Residence Less than 2 Years	48,798	205,213	287,130	320.54	39.92
Length of Residence 3 to 5 Years	73,197	307,819	430,695	320.53	39.92
Length of Residence 6 to 10 Years	256,037	282,468	290,123	10.32	2.71
Length of Residence More than 10 Years	596,040	254,200	58,771	-57.35	-76.88
Households by Race and Income					
White Households by Income					
White Households with Income Less than \$25,000	121,813	86,140	64,763	-29.29	-24.82
White Households with Income \$25,000 to \$49,999	172,890	126,421	98,444	-26.88	-22.13
White Households with Income \$50,000 to \$74,999	153,934	130,219	111,990	-15.41	-14.00

White Households with Income \$75,000 to \$99,999	100,258	120,346	126,803	20.04	5.37
White Households with Income \$100,000 to \$124,999	56,784	90,338	105,328	59.09	16.59
White Households with Income \$125,000 to \$149,999	28,409	60,790	76,055	113.98	25.11
White Households with Income \$150,000 to \$199,999	24,681	45,152	54,265	82.94	20.18
White Households with Income \$200,000 and Over	22,498	50,685	63,185	125.29	24.66
Black Households by Income					
Black Households with Income Less than \$25,000	95,489	79,994	72,887	-16.23	-8.88
Black Households with Income \$25,000 to \$49,999	75,505	72,536	71,339	-3.93	-1.65
Black Households with Income \$50,000 to \$74,999	45,009	49,827	52,127	10.70	4.62
Black Households with Income \$75,000 to \$99,999	19,700	36,501	45,811	85.28	25.51
Black Households with Income \$100,000 to \$124,999	8,746	19,315	25,525	120.84	32.15
Black Households with Income \$125,000 to \$149,999	3,389	10,572	15,092	211.95	42.75
Black Households with Income \$150,000 to \$199,999	2,550	5,276	6,557	106.90	24.28
Black Households with Income \$200,000 and Over	2,122	5,293	6,874	149.43	29.87
Asian Households by Income					
Asian Households with Income Less than \$25,000	5,062	5,851	4,838	15.59	-17.31
Asian Households with Income \$25,000 to \$49,999	5,930	6,729	5,905	13.47	-12.25
Asian Households with Income \$50,000 to \$74,999	4,740	6,090	5,596	28.48	-8.11
Asian Households with Income \$75,000 to \$99,999	2,852	4,646	6,947	62.90	49.53
Asian Households with Income \$100,000 to \$124,999	1,660	3,095	4,867	86.45	57.25
Asian Households with Income \$125,000 to \$149,999	666	1,918	3,287	187.99	71.38
Asian Households with Income \$150,000 to \$199,999	685	1,256	1,561	83.36	24.28
Asian Households with Income \$200,000 and Over	650	1,605	2,533	146.92	57.82
Other Households by Income					
Other Households with Income Less than \$25,000	4,919	6,786	5,693	37.95	-16.11
Other Households with Income \$25,000 to \$49,999	5,631	8,342	7,828	48.14	-6.16
Other Households with Income \$50,000 to \$74,999	4,116	6,486	7,156	57.58	10.33
Other Households with Income \$75,000 to \$99,999	1,770	3,683	6,484	108.08	76.05
Other Households with Income \$100,000 to \$124,999	849	1,877	3,630	121.08	93.39
Other Households with Income \$125,000 to \$149,999	416	975	1,811	134.38	85.74
Other Households with Income \$150,000 to \$199,999	216	581	832	168.98	43.20
Other Households with Income \$200,000 and Over	132	374	706	183.33	88.77
Households by Ethnicity and Income					

Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	3,176	3,527	3,440	11.05	-2.47
Hispanic Households with Income \$25,000 to \$49,999	4,907	5,557	5,652	13.25	1.71
Hispanic Households with Income \$50,000 to \$74,999	3,209	4,650	5,509	44.90	18.47
Hispanic Households with Income \$75,000 to \$99,999	1,650	3,318	4,830	101.09	45.57
Hispanic Households with Income \$100,000 to \$124,999	840	1,996	3,042	137.62	52.40
Hispanic Households with Income \$125,000 to \$149,999	424	1,193	1,659	181.37	39.06
Hispanic Households with Income \$150,000 to \$199,999	327	756	856	131.19	13.23
Hispanic Households with Income \$200,000 and Over	144	625	904	334.03	44.64
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	120,056	84,608	63,139	-29.53	-25.37
White Non-Hispanic Households with Income \$25,000 to \$49,999	170,708	124,340	95,957	-27.16	-22.83
White Non-Hispanic Households with Income \$50,000 to \$74,999	152,430	128,282	109,468	-15.84	-14.67
White Non-Hispanic Households with Income \$75,000 to \$99,999	99,290	117,377	123,217	18.22	4.98
White Non-Hispanic Households with Income \$100,000 to \$124,999	56,156	87,303	101,986	55.47	16.82
White Non-Hispanic Households with Income \$125,000 to \$149,999	28,034	58,157	73,534	107.45	26.44
White Non-Hispanic Households with Income \$150,000 to \$199,999	24,344	43,121	52,418	77.13	21.56
White Non-Hispanic Households with Income \$200,000 and Over	22,253	48,255	61,097	116.85	26.61

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.