

THE NAIS DEMOGRAPHIC CENTER

2009 Metropolitan Area Reports

CBSA¹: Boston-Cambridge-Quincy, MA-NH²

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 Boston-Cambridge-Quincy reported a decrease in the number of households with children of school age from 549,177 to 536,924 (2.23 percent). Furthermore, their numbers are expected to grow by 2.63 percent during the next five years, totaling 551,062 in 2014.
2. The school age population group is also expected to remain almost the same through 2014. After recording a growth rate of 3.68 percent during the period 2000-2009, the school population age 0 to 17 years is projected to drop slightly by 0.77 percent from 1,067,349 in 2009 to 1,059,090 in 2014.
3. By gender, the female school population is expected to decrease (1.01 percent) by the year 2014, from 515,033 to 509,809, while the male school population is predicted to decrease by 0.55 percent, from 552,316 in 2009 to 549,281 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 142,952 in 2009 to 137,054 in 2014 (4.13 percent), and boys in the same age group, from 155,553 in 2009 to 150,702 in 2014 (3.12 percent). In contrast, the largest growth rate is expected for boys younger than five years of age, from 155,096 in 2009 to 158,410 in 2014 (2.14 percent), followed by girls in the same age group from 145,132 in 2009 to 147,430 in 2014 (1.58 percent).
5. In absolute numbers, the largest group in 2009 was children younger than five years old, at 300,228, followed by children between five and nine years old, at 298,505. While the first group recorded the highest percent increase during 2000-2009, at 7.84 percent, it is predicted to continue growing at a rate of 1.87 percent, reaching 305,840 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: Essex, MA 25009, Middlesex, MA 25017, Norfolk, MA 25021, Plymouth, MA 25023, Suffolk, MA 25025, Rockingham, NH 33015, and Strafford, NH 33017.

6. Given the previous findings, the kindergarten population and the population in grades one to four are expected to decrease by 0.74 percent each between 2009 and 2014, while nursery or preschool is expected to grow by 4.18 percent (from 95,379 in 2009 to 99,364 in 2014). When broken down by gender, the number of girls and boys attending nursery or preschool are projected to rise by 3.88 percent and 4.45 percent, respectively, during the period 2009-2014.

Enrollment in Private Schools

7. The population enrolled in private schools grew by 15 percent during 2000-2009; however, this growth rate is expected to increase slightly by 0.93 percent by 2014 (from 170,311 in 2009 to 171,897 in 2014). Likewise, while total public school enrollment grew during 2000-2009 by 11.10 percent (in spite of the fall of public preprimary by 7.96 percent during the same period), it is projected to continue growing at a lower rate of 1.52 percent between 2009 and 2014.
8. By gender during 2009-2014, male preprimary enrollment in private schools is anticipated to grow by 5.92 percent (from 32,428 in 2009 to 34,348 in 2014); while the female preprimary enrollment is expected grow by 5.35 percent (from 30,345 in 2009 to 31,968 in 2014). Further, the anticipated male and female enrollment growth rates for elementary and high school are declines of 1.61 percent and 2.04 percent, respectively.

Population by Race and Ethnicity

9. By race and ethnicity, the principal changes in the Boston-Cambridge-Quincy area are the declining growth rates of the white population, while Hispanics, Asians, and 'Other'³ population,³ have increased during the years 2000-2009 at 39.18 percent, 25.81 percent, and 29.79 percent, respectively.
10. While the white population still represents over 78 percent of the total population, it is expected to decrease from 3,643,372 in 2009 to 3,601,652 in 2014 (1.15 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 343,787 in 2009 to 402,359 in 2014 (17.04 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 15,181 in 2009 to 19,462 in 2014 (28.20 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 9,143 in 2009 to 11,672 in 2014 (27.66 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 \$100,000 and \$124,999 per year are projected to record an increase of 32.18 percent, from 7,622 in 2009 to 10,075 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 64.24 percent, from 4,885 in 2009 to 8,023 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 between \$100,000 and \$124,999 per year, who are expected to increase from 5,342 in 2009 to 10,433 in 2014 (95.30 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 3,415 in 2009 to 5,078 in 2014 (48.70 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 373.18 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 69,870 in 2009 to 95,516 in 2014 (36.71 percent).

Population with Higher Education

16. The number of people older than 25 years of age who hold college degrees in the Boston-Cambridge-Quincy area increased by 8.82 percent, from 638,515 in 2000 to 694,860 in 2009. This number is expected to grow by 2014 (3.10 percent increase). A similar pattern is observed for people older than 25 years old who hold graduate degrees. Their numbers increased from 455,612 in 2000 to 478,745 in 2009 (5.08 percent), and it is forecasted that their numbers will grow by 1.64 percent by the year 2014.

Strategic Considerations for Schools

Given the findings of this report, independent schools in the Boston-Cambridge-Quincy 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: Boston-Cambridge-Quincy, MA-NH

CBSA Code: 14460

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

State Name: Massachusetts

Dominant Profile: SUB_BUS

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Description	2000	2009	2014	% Growth (2000- 2009)	% Growth Forecast (2009- 2014)
Total Population and Households					
Population	4,391,344	4,528,501	4,587,049	3.12	1.29
Households	1,679,659	1,814,737	1,840,134	8.04	1.40
Households with School Age Population					
Households with Children Age 0 to 17 Years	549,177	536,924	551,062	-2.23	2.63
Percent of Households with Children Age 0 to 17 Years	32.70	29.59	29.95	-9.51	1.22
School Age Population					
Population Age 0 to 17 Years	1,029,450	1,067,349	1,059,090	3.68	-0.77
Population Age 0 to 4 Years	278,401	300,228	305,840	7.84	1.87
Population Age 5 to 9 Years	296,660	298,505	287,756	0.62	-3.60
Population Age 10 to 13 Years	234,552	241,330	240,203	2.89	-0.47
Population Age 14 to 17 Years	219,837	227,286	225,291	3.39	-0.88
School Age Population by Gender					
Male Population Age 0 to 17 Years	527,176	552,316	549,281	4.77	-0.55
Female Population Age 0 to 17 Years	502,274	515,033	509,809	2.54	-1.01
Male School Age Population by Age					
Male Population Age 0 to 4 Years	142,360	155,096	158,410	8.95	2.14
Male Population Age 5 to 9 Years	152,075	155,553	150,702	2.29	-3.12
Male Population Age 10 to 13 Years	120,006	124,155	123,574	3.46	-0.47
Male Population Age 14 to 17 Years	112,735	117,512	116,595	4.24	-0.78
Female School Age Population by Age					
Female Population Age 0 to 4 Years	136,041	145,132	147,430	6.68	1.58
Female Population Age 5 to 9 Years	144,585	142,952	137,054	-1.13	-4.13

Female Population Age 10 to 13 Years	114,546	117,175	116,630	2.30	-0.47
Female Population Age 14 to 17 Years	107,102	109,774	108,695	2.49	-0.98
Population in School					
Nursery or Preschool	86,110	95,379	99,364	10.76	4.18
Kindergarten	60,815	67,037	66,541	10.23	-0.74
Grades 1 to 4	243,260	268,148	266,163	10.23	-0.74
Grades 5 to 8	240,415	270,985	277,723	12.72	2.49
Grades 9 to 12	225,332	255,215	260,481	13.26	2.06
Population in School by Gender					
Male Enrolled in School	438,467	495,303	503,390	12.96	1.63
Female Enrolled in School	417,466	461,461	466,881	10.54	1.17
Male Population in School by Grade					
Male Nursery or Preschool	44,032	49,272	51,466	11.90	4.45
Male Kindergarten	31,175	34,933	34,848	12.05	-0.24
Male Grades 1 to 4	124,701	139,734	139,393	12.06	-0.24
Male Grades 5 to 8	123,005	139,411	142,876	13.34	2.49
Male Grades 9 to 12	115,553	131,952	134,808	14.19	2.16
Female Population in School by Grade					
Female Nursery or Preschool	42,078	46,107	47,898	9.58	3.88
Female Kindergarten	29,640	32,104	31,692	8.31	-1.28
Female Grades 1 to 4	118,559	128,414	126,769	8.31	-1.28
Female Grades 5 to 8	117,410	131,574	134,847	12.06	2.49
Female Grades 9 to 12	109,779	123,263	125,674	12.28	1.96
Population in School					
Education, Total Enrollment (Pop 3+)	855,933	956,764	970,271	11.78	1.41
Education, Not Enrolled in School (Pop 3+)	3,023,567	3,056,800	3,096,232	1.10	1.29
Population in Public vs Private School					
Education, Enrolled Private Schools (Pop 3+)	148,054	170,311	171,897	15.03	0.93
Education, Enrolled Private Preprimary (Pop 3+)	50,684	62,773	66,316	23.85	5.64
Education, Enrolled Private Elementary or High School (Pop 3+)	97,370	107,538	105,581	10.44	-1.82
Education, Enrolled Public Schools (Pop 3+)	707,879	786,453	798,374	11.10	1.52
Education, Enrolled Public Preprimary (Pop 3+)	35,426	32,606	33,048	-7.96	1.36

Education, Enrolled Public Elementary or High School (Pop 3+)	672,453	753,847	765,326	12.10	1.52
Population in Public vs Private School by Gender					
Male Population in Public vs Private School					
Male Education, Enrolled Private Schools (Pop 3+)	75,807	88,112	89,136	16.23	1.16
Male Education, Enrolled Private Preprimary (Pop 3+)	25,917	32,428	34,348	25.12	5.92
Male Education, Enrolled Private Elementary or High School (Pop 3+)	49,890	55,684	54,787	11.61	-1.61
Male Education, Enrolled Public Schools (Pop 3+)	362,661	407,191	414,255	12.28	1.73
Male Education, Enrolled Public Preprimary (Pop 3+)	18,115	16,844	17,117	-7.02	1.62
Male Education, Enrolled Public Elementary or High School (Pop 3+)	344,546	390,347	397,137	13.29	1.74
Female Population in Public vs Private School					
Female Education, Enrolled Private Schools (Pop 3+)	72,247	82,199	82,761	13.77	0.68
Female Education, Enrolled Private Preprimary (Pop 3+)	24,767	30,345	31,968	22.52	5.35
Female Education, Enrolled Private Elementary or High School (Pop 3+)	47,480	51,854	50,794	9.21	-2.04
Female Education, Enrolled Public Schools (Pop 3+)	345,218	379,262	384,119	9.86	1.28
Female Education, Enrolled Public Preprimary (Pop 3+)	17,311	15,762	15,931	-8.95	1.07
Female Education, Enrolled Public Elementary or High School (Pop 3+)	327,907	363,500	368,189	10.85	1.29
Population by Race					
White Population, Alone	3,657,071	3,643,372	3,601,652	-0.37	-1.15
Black Population, Alone	266,073	285,527	303,629	7.31	6.34
Asian Population, Alone	203,330	255,815	279,409	25.81	9.22
Other Population	264,870	343,787	402,359	29.79	17.04
Population by Ethnicity					
Hispanic Population	281,605	391,942	443,837	39.18	13.24
White Non-Hispanic Population	3,545,277	3,491,998	3,435,403	-1.50	-1.62
Population by Race As Percent of Total Population					
Percent of White Population, Alone	83.28	80.45	78.52	-3.40	-2.40
Percent of Black Population, Alone	6.06	6.31	6.62	4.13	4.91
Percent of Asian Population, Alone	4.63	5.65	6.09	22.03	7.79
Percent of Other Population	6.03	7.59	8.77	25.87	15.55

Population by Ethnicity As Percent of Total Population					
Percent of Hispanic Population	6.41	8.66	9.68	35.10	11.78
Percent of White Non-Hispanic Population	80.73	77.11	74.89	-4.48	-2.88
Educational Attainment					
Education Attainment, College (Pop 25+)	638,515	694,860	716,415	8.82	3.10
Education Attainment, Graduate Degree (Pop 25+)	455,612	478,745	486,608	5.08	1.64
Household Income					
Household Income, Median (\$)	55,589	71,276	83,179	28.22	16.70
Household Income, Average (\$)	72,168	95,736	117,579	32.66	22.82
Households by Income					
Households with Income Less than \$25,000	366,053	310,633	262,075	-15.14	-15.63
Households with Income \$25,000 to \$49,999	397,668	332,497	280,733	-16.39	-15.57
Households with Income \$50,000 to \$74,999	340,464	310,486	281,773	-8.81	-9.25
Households with Income \$75,000 to \$99,999	229,377	268,266	291,863	16.95	8.80
Households with Income \$100,000 to \$124,999	135,758	202,785	242,816	49.37	19.74
Households with Income \$125,000 to \$149,999	72,197	138,065	174,312	91.23	26.25
Households with Income \$150,000 to \$199,999	66,942	110,660	130,387	65.31	17.83
Households with Income \$200,000 and Over	71,200	141,345	176,175	98.52	24.64
Families by Age of Children and Income					
Families with one or more children aged 0-4 and Income \$100,000 to \$124,999	15,323	21,583	26,120	40.85	21.02
Families with one or more children aged 5-9 and Income \$100,000 to \$124,999	16,328	21,459	24,575	31.42	14.52
Families with one or more children aged 10-13 and Income \$100,000 to \$124,999	12,909	17,349	20,514	34.39	18.24
Families with one or more children aged 14-17 and Income \$100,000 to \$124,999	12,099	16,339	19,241	35.04	17.76
Families with one or more children aged 0-4 and Income \$125,000 to \$149,999	8,200	15,181	19,462	85.13	28.20
Families with one or more children aged 5-9 and Income \$125,000 to \$149,999	8,738	15,094	18,312	72.74	21.32
Families with one or more children aged 10-13 and Income \$125,000 to \$149,999	6,909	12,203	15,286	76.62	25.26
Families with one or more children aged 14-17 and Income \$125,000 to \$149,999	6,475	11,493	14,337	77.50	24.75
Families with one or more children aged 0-4 and Income \$150,000 to \$199,999	7,712	12,178	14,760	57.91	21.20
Families with one or more children aged 5-9 and					

Income \$150,000 to \$199,999	8,218	12,108	13,888	47.34	14.70
Families with one or more children aged 10-13 and Income \$150,000 to \$199,999	6,497	9,789	11,593	50.67	18.43
Families with one or more children aged 14-17 and Income \$150,000 to \$199,999	6,090	9,219	10,873	51.38	17.94
Families with one or more children aged 0-4 and Income \$200,000 to \$349,999	4,815	9,143	11,672	89.89	27.66
Families with one or more children aged 5-9 and Income \$200,000 to \$349,999	5,131	9,091	10,982	77.18	20.80
Families with one or more children aged 10-13 and Income \$200,000 to \$349,999	4,057	7,350	9,167	81.17	24.72
Families with one or more children aged 14-17 and Income \$200,000 to \$349,999	3,802	6,922	8,598	82.06	24.21
Families with one or more children aged 0-4 and Income \$350,000 and over	3,564	7,007	8,859	96.60	26.43
Families with one or more children aged 5-9 and Income \$350,000 and over	3,798	6,967	8,335	83.44	19.64
Families with one or more children aged 10-13 and Income \$350,000 and over	3,003	5,633	6,958	87.58	23.52
Families with one or more children aged 14-17 and Income \$350,000 and over	2,814	5,305	6,526	88.52	23.02
Households by Home Value					
Housing, Owner Households Valued Less than \$250,000	644,339	417,742	344,816	-35.17	-17.46
Housing, Owner Households Valued \$250,000-\$299,999	124,669	216,466	192,259	73.63	-11.18
Housing, Owner Households Valued \$300,000-\$399,999	124,392	122,588	146,579	-1.45	19.57
Housing, Owner Households Valued \$400,000-\$499,999	57,489	188,780	206,673	228.38	9.48
Housing, Owner Households Valued \$500,000-\$749,999	47,001	69,870	95,516	48.66	36.71
Housing, Owner Households Valued \$750,000-\$999,999	14,965	70,812	91,780	373.18	29.61
Housing, Owner Households Valued More than \$1,000,000	12,061	24,723	35,299	104.98	42.78
Households by Length of Residence					
Length of Residence Less than 2 Years	81,220	352,670	492,986	334.22	39.79
Length of Residence 3 to 5 Years	121,830	529,005	739,479	334.22	39.79
Length of Residence 6 to 10 Years	446,148	488,684	498,238	9.53	1.96
Length of Residence More than 10 Years	1,030,461	444,378	109,431	-56.88	-75.37
Households by Race and Income					
White Households by Income					
White Households with Income Less than \$25,000	289,443	221,938	178,556	-23.32	-19.55
White Households with Income \$25,000 to \$49,999	334,070	257,462	208,900	-22.93	-18.86
White Households with Income \$50,000 to \$74,999	296,501	253,337	221,139	-14.56	-12.71

White Households with Income \$75,000 to \$99,999	207,927	230,092	235,422	10.66	2.32
White Households with Income \$100,000 to \$124,999	125,311	181,604	209,145	44.92	15.17
White Households with Income \$125,000 to \$149,999	66,955	126,462	156,344	88.88	23.63
White Households with Income \$150,000 to \$199,999	62,591	102,146	120,151	63.20	17.63
White Households with Income \$200,000 and Over	67,422	132,619	162,689	96.70	22.67
Black Households by Income					
Black Households with Income Less than \$25,000	32,385	29,413	28,542	-9.18	-2.96
Black Households with Income \$25,000 to \$49,999	26,503	25,672	25,784	-3.14	0.44
Black Households with Income \$50,000 to \$74,999	17,030	19,286	20,855	13.25	8.14
Black Households with Income \$75,000 to \$99,999	7,699	14,141	18,588	83.67	31.45
Black Households with Income \$100,000 to \$124,999	3,342	7,622	10,075	128.07	32.18
Black Households with Income \$125,000 to \$149,999	1,573	3,958	4,986	151.62	25.97
Black Households with Income \$150,000 to \$199,999	1,106	2,259	2,592	104.25	14.74
Black Households with Income \$200,000 and Over	1,077	2,403	2,904	123.12	20.85
Asian Households by Income					
Asian Households with Income Less than \$25,000	15,844	19,510	17,955	23.14	-7.97
Asian Households with Income \$25,000 to \$49,999	14,059	16,067	14,054	14.28	-12.53
Asian Households with Income \$50,000 to \$74,999	13,185	15,886	13,469	20.49	-15.21
Asian Households with Income \$75,000 to \$99,999	8,043	12,587	18,296	56.50	45.36
Asian Households with Income \$100,000 to \$124,999	4,562	8,217	13,163	80.12	60.19
Asian Households with Income \$125,000 to \$149,999	2,578	5,048	7,967	95.81	57.82
Asian Households with Income \$150,000 to \$199,999	2,535	4,685	5,354	84.81	14.28
Asian Households with Income \$200,000 and Over	2,045	4,885	8,023	138.88	64.24
Other Households by Income					
Other Households with Income Less than \$25,000	28,381	39,772	37,022	40.14	-6.91
Other Households with Income \$25,000 to \$49,999	23,036	33,296	31,995	44.54	-3.91
Other Households with Income \$50,000 to \$74,999	13,748	21,977	26,310	59.86	19.72
Other Households with Income \$75,000 to \$99,999	5,708	11,446	19,557	100.53	70.86
Other Households with Income \$100,000 to \$124,999	2,543	5,342	10,433	110.07	95.30
Other Households with Income \$125,000 to \$149,999	1,091	2,597	5,015	138.04	93.11
Other Households with Income \$150,000 to \$199,999	710	1,570	2,290	121.13	45.86
Other Households with Income \$200,000 and Over	656	1,438	2,559	119.21	77.96
Households by Ethnicity and Income					

Hispanic Households by Income					
Hispanic Households with Income Less than \$25,000	31,364	39,077	40,233	24.59	2.96
Hispanic Households with Income \$25,000 to \$49,999	23,259	30,066	32,450	29.27	7.93
Hispanic Households with Income \$50,000 to \$74,999	14,478	21,338	24,926	47.38	16.82
Hispanic Households with Income \$75,000 to \$99,999	5,460	13,701	20,565	150.93	50.10
Hispanic Households with Income \$100,000 to \$124,999	2,648	6,301	9,346	137.95	48.33
Hispanic Households with Income \$125,000 to \$149,999	1,014	3,415	5,078	236.79	48.70
Hispanic Households with Income \$150,000 to \$199,999	750	1,847	2,142	146.27	15.97
Hispanic Households with Income \$200,000 and Over	736	1,831	2,560	148.78	39.81
White Non-Hispanic Households by Income					
White Non-Hispanic Households with Income Less than \$25,000	277,336	209,683	166,448	-24.39	-20.62
White Non-Hispanic Households with Income \$25,000 to \$49,999	325,742	247,830	198,101	-23.92	-20.07
White Non-Hispanic Households with Income \$50,000 to \$74,999	291,084	245,562	212,055	-15.64	-13.65
White Non-Hispanic Households with Income \$75,000 to \$99,999	205,096	221,909	225,374	8.20	1.56
White Non-Hispanic Households with Income \$100,000 to \$124,999	123,723	174,765	201,216	41.26	15.14
White Non-Hispanic Households with Income \$125,000 to \$149,999	66,185	121,025	150,454	82.86	24.32
White Non-Hispanic Households with Income \$150,000 to \$199,999	61,940	98,180	116,265	58.51	18.42
White Non-Hispanic Households with Income \$200,000 and Over	66,648	126,766	157,572	90.20	24.30

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.